

## **Consumer Request for Certified Free From™ Certification**



To the Team at

As a loyal consumer and someone who cares deeply about food safety, I want to share how important your products are in my life—and why I'm asking you to take the next step in showing you care about those with food allergies.

Every day, families like mine make decisions based on trust. We look at food labels closely, but in today's marketplace, soft claims such as "allergen-free" or "made without" are no longer enough. What we need—and what gives us confidence—is proof through trusted third-party certification. That's where Certified Free From™ (CFF) comes in.

The CFF seal is the only ISO 17065–accredited food allergen certification program of its kind. It is backed by MenuTrinfo®, a leader in food allergy safety, and provides assurance that products have been independently audited, tested, and validated as safe from the allergens consumers worry most about. This certification makes a powerful statement: our health and safety truly matter to your company.

By adding the CFF seal to your packaging, you would not only set your brand apart in a crowded marketplace but also give peace of mind to millions of consumers who live with food allergies or shop for loved ones who do.

I respectfully urge you to begin the process of getting your products Certified Free From™. You can find information and the application at [CFFfoods.org](http://CFFfoods.org).

Thank you for considering this important step. As a consumer, I look forward to supporting brands that make the effort to put safety, transparency, and trust first.

Warm regards,