

CERTIFIED FREE FROM™

Certification Guide

A Manageable Path to Growth, Trust & Safety for CPG Brands



G R O W T R U S T T H R O U G H T R A N S P A R E N C Y

CERTIFIED FREE FROMTM

The Seal of Trust for Allergen Safety

Protect consumers. Unlock new markets.
Grow your brand with the only ISO 17065 /
ANAB-accredited food allergen certification program.

Every day, 85 million Americans avoid buying products with allergens — nearly 1 in 4 consumers. That's a **\$19 billion opportunity** waiting for the brands who step up with safety and transparency.

The Certified Free FromTM program by MenuTrinfo[®] is the gold standard in allergen certification. Accredited to ISO 17065, our seal assures consumers, retailers, and regulators that your product is safe, verified, and trustworthy.

THE TOP 9 ALLERGENS

Milk, Eggs, Peanuts, Tree Nuts,
Fish, Shellfish, Wheat, Soy,
and Sesame



WHY CERTIFICATION MATTERS?



CONSUMER IMPACT

- 33 million Americans live with life-threatening food allergies.
- Families spend 3–5 minutes reading every food label.
- Undeclared allergens are the leading cause of Class I food recalls.



MARKET GROWTH

- The global free-from food market is projected to reach **\$193 billion by 2030** (13.25% CAGR).
- Food allergy households spend **5% more per trip** and shop more frequently.



THE TRUST GAP

Consumers don't trust unverified allergen-free claims. "Made without" and "may contain" claims are not enough. Consumers want proof — retailers demand verification.



SOLUTION

Certified Free From™ provides **radical transparency** and unmatched consumer confidence. It's how you **grow trust through transparency**.



THE STEPS TO CERTIFICATION

APPLICATION & PLANNING

What Happens:

- You complete a simple application form with details on your facility, product lines, and allergens to be certified free from.
- You designate a **primary contact** — the liaison between your team and MenuTrinfo®.
- We'll send you a Participant Agreement to sign and return – it's the first step to becoming Certified Free From™ (CFF).
- You'll receive an invoice for all certification costs – your key to enhanced trust and transparency.
- Our team provides you with the standards so you can prepare ahead of the certification audit.

Why It's Easy:

We've streamlined the process. No endless paperwork, just clear forms and straightforward requirements.

KICK-OFF CALL AND AUDIT PLAN

What Happens:

- MenuTrinfo will conduct a kick-off meeting to review needs and expectations for success in achieving CFF.
- Complete review of the certification process and annual cycle.
- What to expect with a CFF audit.
- Review of allergen testing and monthly surveillance.

Why It's Easy:

Most manufacturers already have 80% of this information for current food safety audits like GFSI, BRCGS, or others. You can easily adapt it for the CFF allergen certification.

ON-SITE AUDIT

What Happens:

- A trained CFF auditor spends one half day at your facility.
- The audit includes:
 - Documentation Review - Allergen Control Plan (ACP), ingredient and supplier documentation, traceability and recalls, product labeling
 - Facility walkthrough - personnel, receiving and storage, allergen cleaning and full SSOPs, manufacturing, facility engineering, testing, and outbound shipping
- Observations and notes are gathered — no surprises.

Why It's Easy:

Our auditors are industry professionals who understand real-world food production. We make the audit collaborative, not punitive.

THE STEPS TO CERTIFICATION

ALLERGEN TESTING & VERIFICATION

What Happens:

- We validate your allergen-free claims with science. In the onboarding process your exact requirements will be discussed and reviewed. No surprises.
- Monthly surface swabs, ingredient checks, or pre-production run tests.
- An example of some of the tests that are compliant:
 - **Lateral Flow Devices (LFDs)** for quick checks
 - **ELISA or PCR** for detailed analysis
 - ISO 17025-accredited labs for third-party verification

Why It's Easy:

We've streamlined the process. No endless paperwork, just clear forms and straightforward requirements.

AUDIT REPORT & NON-COMPLIANCE RESOLUTION

What Happens:

- We send you an audit report that outlines any non-conformities and highlights areas of success.
- You submit corrective actions, out team reviews.

Why It's Easy:

We provide a simple template outlining issues and required corrections.

CERTIFICATION GRANTED

What Happens:

- Once any non-conformities are resolved, you receive your **official certification**.
- You're authorized to display the **Certified Free From™ Seal** on approved packaging.
- Certification documents list certified facilities and SKUs for retailer validation.

Why it's Powerful:

- Retail buyers recognize and trust the seal.
- Consumers instantly see the CFF mark as proof, not just a claim.
- Certification lasts 12 months and includes your products in the official CFF directory.

Why It's Easy:

Certification is not a one-time event — it's an ongoing commitment that builds consumer loyalty and reduces risk. It's how brands **grow trust through transparency**.

THE STEPS TO CERTIFICATION

ONGOING CONFIDENCE & RENEWAL

What Happens:

- Monthly allergen test results submitted to MenuTrinfo®'s OnSite Department.
- Quarterly reports on any changes to ingredients, packaging, or procedures.
- Annual recertification audit.

Why It's Easy:

- We provide reporting templates.
- After your first year, compliance becomes second nature.
- Renewal ensures continued trust from retailers and consumers.

CERTIFICATION IS NOT A BURDEN — IT'S A ROADMAP TO SAFETY, TRUST, AND GROWTH. IT'S HOW BRANDS GROW TRUST THROUGH TRANSPARENCY.

Ready to start? Apply now at cffffoods.org/application

APPLY NOW



THE BUSINESS CASE & SUCCESS STORIES

WHY BRANDS CHOOSE CFF

- **Market Access:** Gain shelf space at major retailers.
- **Risk Management:** Protect against costly recalls and liability.
- **Premium Positioning:** Differentiate with the only accredited allergen-free seal.
- **Customer Loyalty:** Build lifelong trust with families who rely on safety.

TESTIMONIALS

"Becoming Certified Free From™ was a no-brainer for us... it gave us immediate credibility with retailers and consumers alike. For Mulay's, CFF isn't just a certification — it's a market differentiator, a trust-builder, and a growth accelerator."

- Loree Mulay Weisman, Founder & CEO, Mulay's

"At LK Snacks, we are on a mission to make snacks delicious AND inclusive. For us, 'made without' and 'allergen friendly' just didn't cut it, we wanted full transparency and that's why we partnered with MenuTrinfo to become Certified Free From Top 9 Allergens. Being certified gives us and our consumers peace of mind that we go above and beyond and actually test to ensure our products are Certified Top 9 Allergen Free."

— Michael von Fange, Senior Brand Manager, Lorissa's Kitchen

"Red Plate Foods' products are made in a dedicated facility under rigorous safety procedures. Certified Free From™ is the stamp of approval on Red Plate processes that ensures the health of our most sensitive customers and risk mitigation for retail partners — a huge differentiator compared to brands labeling with potentially risky soft claims."

— Becca Williams, President & Co-Founder, Red Plate Foods



SEIZE THE \$19 BILLION OPPORTUNITY

The millions of Americans with food allergies are waiting for you to take their safety seriously.

1. Apply for CFF certification at CFFfoods.org.
2. We'll contact you to sign up your brand.
3. Complete the audit and testing process.
4. Launch with the **Certified Free From™ Seal** and watch consumer trust grow.

APPLY NOW

BRANDS
Scan to apply



CFF
CERTIFIED
FREE FROM™
SPECIFIC ✓
ALLERGENS*
CFFfoods.org

CONSUMERS
Scan to support



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