

heather landex

GUARANTEE FOOD SAFETY, GUARANTEE CONFIDENCE.

**EU'S 360°
INNOVATOR IN
CONSUMER FOOD
SAFETY**



Mission

The Customer

To make it safe and convenient for those suffering allergies or with a preference such as veganism (or other religion) to be included when eating out (or in e.g. at work, school or events). Give confidence and knowledge to customers to demand this service.

The Food Outlet (anywhere serving food to consumers)

To assist businesses in better serving their customers and future proofing their business against food poisoning or allergic incidence. To show them how to stand out against the competition. To capitalize on customer loyalty, free referrals and marketing. All by building on a foundation of strong food safety culture and allergy awareness.

The World

Reduce exclusion of people with dietary preferences or allergy from society and to prevent unnecessary death and injury. To improve food safety culture and encourage inclusivity and happiness.

Experience

Huntingdonshire District Council | Keith Lawson - EHO

"Heather didn't shirk a challenge".

Huntingdonshire District Council | Dave Bass - EPO

"Heather is extremely capable in understanding and investigating problems and developing solutions. She has a natural ability to work with regulators, industry and the public".

Olympic Games 2012 / Aramark | Tobenna Okoye – FS Manager

"Heather proved to be a dependable team member, a hard worker and an ingenious Food Safety Officer".

Food Hygiene Solutions Ltd | Colin Hamer – Director

"Heather was able to engage with candidates and achieved very good results".

Argent Risk Management Solutions Ltd | Adonis Kashioulis – Auditor

"Heather is attentive to clients and has that unique knack for interacting in both a positive and instructive manner".

Niels Brock- Copenhagen Business College. | Mhairi Galloway – Lecturer

"Heather was very well-prepared, informative and efficient. Yet at the same time, she was charming, fun, and eager to answer any questions brought forth by the students. Heather is highly recommendable!!".

I first started work in McDonald's aged 16. I worked as a food handler in over 50 food businesses in 4 different countries before qualifying as a UK Environmental Health Practitioner in 2012.

Today, I am experienced in 8 countries working within Health and Safety specialized in Food Safety.

I currently freelance to 2 of the World's largest compliance firms in hospitality. I have worked with >1000 food service businesses. I have the customer, inspector and food handler's perspective of food safety and allergy management.

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Speaking Topics

Title: Communicating your food safety culture as a marketing strategy.

- There are many demographics and vulnerable groups who require higher guarantees of food safety and awareness of allergens.
- Communicating how good your businesses is at training staff and accommodating dietary needs can increase customer loyalty and lead to organic increase in sales.
- It builds a strong brand and reputation both in individual food outlets and across a chain.
- Do you know what food safety culture is and the benefits associated with it? Do you know how to motivate a strong food safety culture?

Title: Future proof & increase competitiveness by enhancing food safety culture.

- The increasing prevalence of allergies and anticipated changes in the law to protect allergy sufferers requires increasing knowledge and documentation from food manufacturers, caterers and retail outlets.
- Having clear communication both through brand, the menu and all staff at every stage of the ordering and serving process is necessary to reduce the risk of an allergic incident or death in your food outlet.
- Are you confident in your staffs understanding of allergy management? Do you know the requirements? Do you understand the perspective of the customer, their needs and concerns?

Title: Money “left on the table” with dietary preferences.

- Up to 40% of the population have a voluntary or involuntary dietary preference or need.
- The number is increasing with the popularity of vegetarianism, veganism and flexitarianism.
- The awareness and diagnosis of food allergies is increasing
- Do you understand the needs of this market share? Do you know how to best serve them? Are you confident your staff can safely serve a customer with a dietary preference?

Title: Benefits of vegan options & allergy information on menus.

- Veganism is on the increase Worldwide.
- Allergy awareness and incidence is on the increase Worldwide.
- Legal requirements are advancing in response to increase number of deaths and incidents relating to food allergies.
- The benefits of a vegan option are to be inclusive not only to vegans. There are also other benefits to good allergy management, one being legal compliance, another being brand loyalty.
- Are you ready? Are you confident? Are you compliant?

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HOBBIES

Scuba diving

Volunteering

Painting

Eating out

Travelling

My little family