15th February 2022

Dear Sirs,

I'm writing to you in support of William Ireland of Control Catering's letter regarding the need for a centralised Data Pool used by the entire food industry.

At Erudus, we've believed that a central depository is a fundamental requirement for the foodservice sector and have been working towards and perfecting such a Data Pool solution since 2014.

Today, our solution is used by over 1,100 Food Manufacturers and Brands, 160 Food Wholesale/Cash & Carry/Foodservice companies, and 250,000 Caterer customers to provide data on 50,000 food products used across the Foodservice industry.

By working closely with all of these organisations, and consequently across multiple verticals within the industry, we have gained an in-depth understanding of the issues, challenges and nuances faced within the supply chain - as well as exactly how each vertical aids or hinders the next.

We agree with Mr Ireland's observation that the various untrustworthy sources of data available throughout the industry are causing Caterers to make ill-informed decisions that result in the spread of incorrect information. The consequence is the continued risk and further avoidable deaths amongst consumers with food allergies.

We will support Mr Ireland in his proposed petition to encourage the government to consider a debate in parliament.

We also offer our expertise - our business model puts us in a unique position; coupled with our 10+ years of experience in creating a Data Pool, we have valuable insights into the pitfalls, challenges, and logistics of such a venture.

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I would be more than happy to expand on our learnings and provide input on how we can collectively help the industry move forward with the Data Pool issue. (Additional resource: https://erudus.com/editorial/in-depth/why-we-need-a-data-pool-in-the-food-industry).

Please find below my contact details should you wish to discuss this further.

Yours sincerely,

Jon Shayler

Email: jon.shayler@erudus.com
Tel: 0333 121 89 99

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📱 **0333 121 89 99**
✉️ **support@erudus.com**

Erudus Limited Mikasa House, Asama Court Newcastle Business Park, Newcastle Upon Tyne, NE4 7YD, UK
Company no. 06315071 • VAT no. 917332138