



BRITISH COCOA GROWER

Milk-Free 'Milk' Chocolate

Our milk-free milk chocolate is a dairy free recipe, however as it is made in the same environment as our milk chocolate we cannot guarantee it is free from milk traces.

Clarification on the dietary status of 'Milk Free Milk'

We are very sorry that we haven't made it clear enough who can eat our Milk-Free Milk and who can't. We did take advice (including labelling advice from Trading Standards) before we launched it, but the fact that some misunderstanding exists shows us that we were not clear enough. Please have a look at our comprehensive Q&A. Thanks to dietary groups who have made contact and offered advice, which we are using.

Questions & Answers

Is it suitable for vegans and those with an intolerance to dairy: **YES**

Is it suitable for those who are allergic to dairy: **NO**

Why not?

We made it as a 'no dairy added recipe' - to be suitable for those with a dairy intolerance or making a lifestyle choice. No dairy is added to the recipe, however our factory environment does use dairy products and there is a risk of small traces of dairy.

We make every effort to manufacture dairy and non-dairy products separately, with robust and extensive cleaning and control measures in place. However there is still a risk of small traces of dairy. We are currently unable to declare any of our products as completely dairy free (even our dark chocolate), although it is something we are currently reviewing.

Why are you clarifying the dietary status?

Although we had advance approval from Trading Standards for our labeling, we have become aware from customer feedback that there is a risk of confusion, in the general excitement over this new product.

What are you doing about it?

We have taken the following immediate steps

- Removed the products from sale
- Contacted all the known purchasers of the product
- Contacted our whole database of customers
- Posted a notice in all our shops and online

What are your next steps?

We will be reviewing the clarity of our message around this product and it will be back in stock when we are satisfied we have reduced the risk of misunderstanding.

Will you be adding 'may contain dairy traces' to all your products?

We already do this for nut traces and we are urgently reviewing this, in consultation with AllergenUK.

What should I do if I have purchased this?

If it is for someone with a personal preference for no dairy or an intolerance, please carry on and we hope you enjoy it.

If it is for someone with an allergy, please contact us for a refund and do not consume.

Contact help@hotelchocolat.com