

Boosting Customer Loyalty with Gluten-free Options



GREAT:

**Gluten-free Resource Education
Awareness Training**



Presented by: Nancy Baker
Director of Education,
National Foundation for Celiac Awareness



Founded in 2003.

Mission: Drive diagnosis
through awareness.

GREAT is
an
awareness
campaign



Founded in 2007

**Incorporated into NFCA in
2008.**

**A standardized supported
curriculum.**



**What is
GREAT?**

No Promises

But what we know



- Compounding customers
- Market permanency
- Added value



American spending on gluten-free products...



- ***2002: Increase of 34% over
previous years***
- ***2004: \$459 million***
- ***2005: \$660+ million***





GLUTEN-FREE Annual Growth Rate



***25% over next
(few) years!!!!!!****

****Packaged Facts Report***

The Gluten-free Market Projection



By 2010....

\$1.7 BILLION

**Packaged Facts Report*



Gluten-free Market

Total Gluten-Free Products

	52 Weeks Ending 10/13/01	52 Weeks Ending 10/12/02	52 Weeks Ending 10/11/03	52 Weeks Ending 10/09/04	52 Weeks Ending 10/08/05
\$ Sales	\$296,912,996	\$303,085,808	\$319,947,295	\$374,117,613	\$397,244,911
\$ %-change vs. year ago	n/a	2.1%	5.6%	16.9%	6.2%
New UPCs since Previous Period	n/a	118	217	280	325
Total Active UPCs	424	528	727	973	1220

Source: ACNielsen LabelTrends Total U.S. - Food, Drug, Mass Merchandiser stores combined (excluding Wal-Mart)

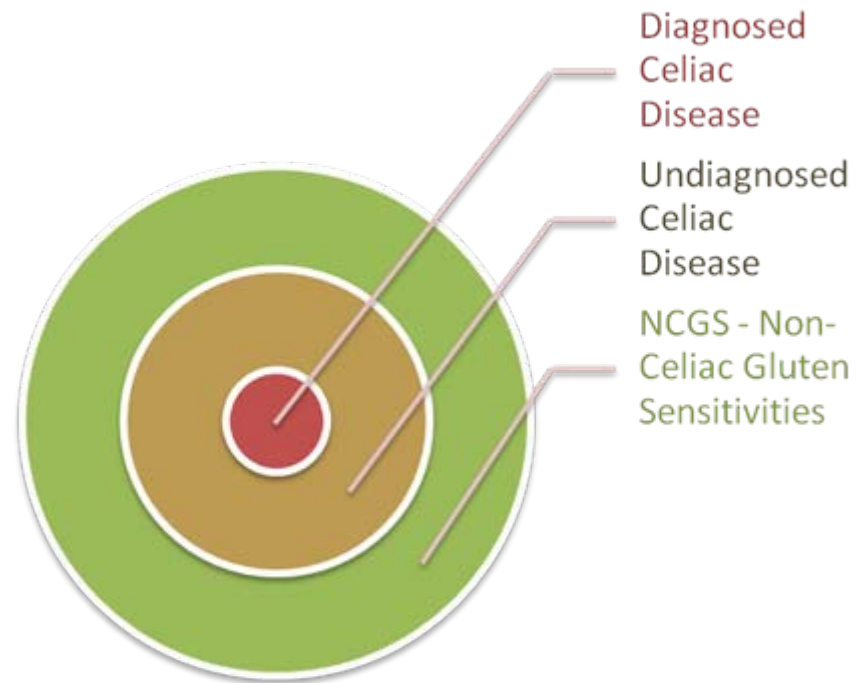


Why this increase in gluten-free?



Gluten-free is NOT A TREND

100,000 people are causing a market change, WHAT WILL 3 MILLION DEMAND?





Gluten-free is
NOT A TREND!

It is a permanent solution to a
national health concern.

Gluten-free Misconception #1



Misconception:
It won't taste good.

ANSWER: If you are a good chef with good materials and good training. **IT WILL TASTE GOOD!**

Not a Menu Compromise but
Added Value



Gluten-free Misconception #2

**Misconception:
It is too difficult**

ANSWER: If you can follow a recipe, shop, and prevent salmonella – you can operate a kitchen that offers gluten-free options.

**GREAT Kitchens is
affordable, effective, and an
entry into this sustainable
market.**



Strategy





Implementation

- Individual
- Institution
- Execution
- Accountability



Buy a good product, adopt a good process, and you will get repeat customers.





So how can I
leverage my
commitment?



CENTRAL CONCEPT

Gluten is
toxic to
someone
with
celiac
disease.



Remember: A B C



Awareness:

identifying the problem

Bring in the supplies:

finding a solution

Cross contamination caution

avoiding pitfalls



Awareness	Bring in the Supplies	Cross Contamination Caution
<ul style="list-style-type: none"> • Awareness of the frequency of Celiac Disease • Awareness of glutinous and gluten-free products • Awareness of a process that will get gluten free meals to the table. 	<ul style="list-style-type: none"> • <u>A kitchen does not need to be completely gluten free to cater to a person on a gluten free diet.</u> • A few alternatives and minor adjustments to ingredients can be a wonderful and easy start. • Knowing what supplies to bring in, how to obtain them, and how to utilize them is the key to a gluten-free diet. 	<ul style="list-style-type: none"> • A product is only as gluten free as the process that gets it to the table. • A cross contaminated product is not gluten free and is therefore toxic to the celiac. • For the gluten free customer, treat gluten like raw chicken.

Awareness



Gluten-free Grains

Almond Meal	Amaranth	Arrowroot	Bean Flours
Buckwheat	Coconut Flour	Corn Starch/Meal/Flour	Roasted Kasha
Potato Starch	Quinoa	Brown/White Rice Flour	Garbanzo /Gram Flour
Sorghum Flour	Tapioca Starch/Flour	Teff	Guar Gum
Xanthan Gum	Soy	Nut Flours	Sweet Rice Flour

NOTE: MSG - monosodium glutamate is gluten-free



Toxic Grains

Barley	Bulgur	Couscous	Durum
Einkorn	Emmer	Farina	Farro
Graham	Rye	Kamut	Spelt
Triticale	Semolina	Wheat Germ	Wheat Starch



**NOTE: Malt is derived from barley and therefore unsafe.
Boxed cereal manufacturers rely heavily on malt.**



Bring in the Supplies



Read ALL Labels and read ABOUT ingredients.

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Serv. Size 1 tbsp (15mL) Servings about 20		Total Fat 0g	0%	Total Carb. 1g	0%
Calories 10		Sat. Fat 0g	0%	Fiber 0g	0%
Fat Cal. 0		Cholest. 0mg	0%	Sugars 1g	
*Percent Daily Values (%DV) are based on a 2,000 calorie diet.		Sodium 1260mg	53%	Protein 1g	
Not a significant source of vitamin A, vitamin C, calcium and iron.					
INGREDIENTS: WATER, SALT, HYDROLYZED SOY PROTEIN, CORN SYRUP, CARAMEL COLOR, POTASSIUM SORBATE (PRESERVATIVE).					
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Hidden Gluten

- Broth
- Soy Sauce
- Starch
- Malt
- Whirl, Baker's Choice, and Crisco with Flour

Shopping

- Specialty ingredients are more expensive (5x higher)
- Think creatively and away from habit
- Find HIGH QUALITY and local suppliers
- Enlist the help of your supplier.....



Sample Italian Restaurant Menu Part 1

Supplies

Available in adult or child portions: Side of bread

Risotto

Chicken and Polenta

Pizza

Stuffed half-moon ravioli with Alfredo sauce

Spaghetti

Meatballs

Cannelloni

Chicken Parmesan

Salad

Dessert

Panna Colla

Gelato

Crème Caramel

Brownie and Vanilla Ice Cream

Frozen pre-formed rolls from French Meadow Bakery

Rice, gluten-free broth, cream,

Bob's Red Mill Corn Polenta

Recipe using Tom Sawyer Gluten-free Flour

Use Conte's raviolis, thicken Alfredo sauce with corn starch

Use Mrs. Leepers corn noodles

Bind with Quinoa Flakes

Create shell by making crepe from Domata Living Flour

Fried in Bob's Red Mill Bean Flour.

Garnished with Tomatoes, cheese, olives, and Sahalee Snacks

DISCLAIMER HERE



From Crave Bakery

Cross-Contamination Caution



The Risks



You will lose customer confidence.

Sample Italian Restaurant Menu Part 2

Hidden Gluten and Cross Contamination?

Available in adult or child portions

Risotto

Pre-formed frozen rolls from French Meadow Bakery

Make sure broth is gluten-free. Do not garnish with a slice of bread, unless gluten-free

Chicken and Polenta

Cut chicken in gluten-free area

Pizza

Make dough for week on Monday mornings

Stuffed half-moon ravioli with Alfredo sauce

Boil in separate pot of water – gluten free longs

Spaghetti

Boil in separate pot of water – gluten-free longs

Meatballs

Bind with Quinoa Flakes in separate bowl.

Cannelloni

Fry on separate crepe pan.

Salad

Tossed in designated bowl without croutons.

Dessert

Panna Colla

No cookie

Gelato

No cookie

Crème Caramel

No cookie

Brownie and Ice Cream

Crave Bakery

DISCLAIMER HERE:

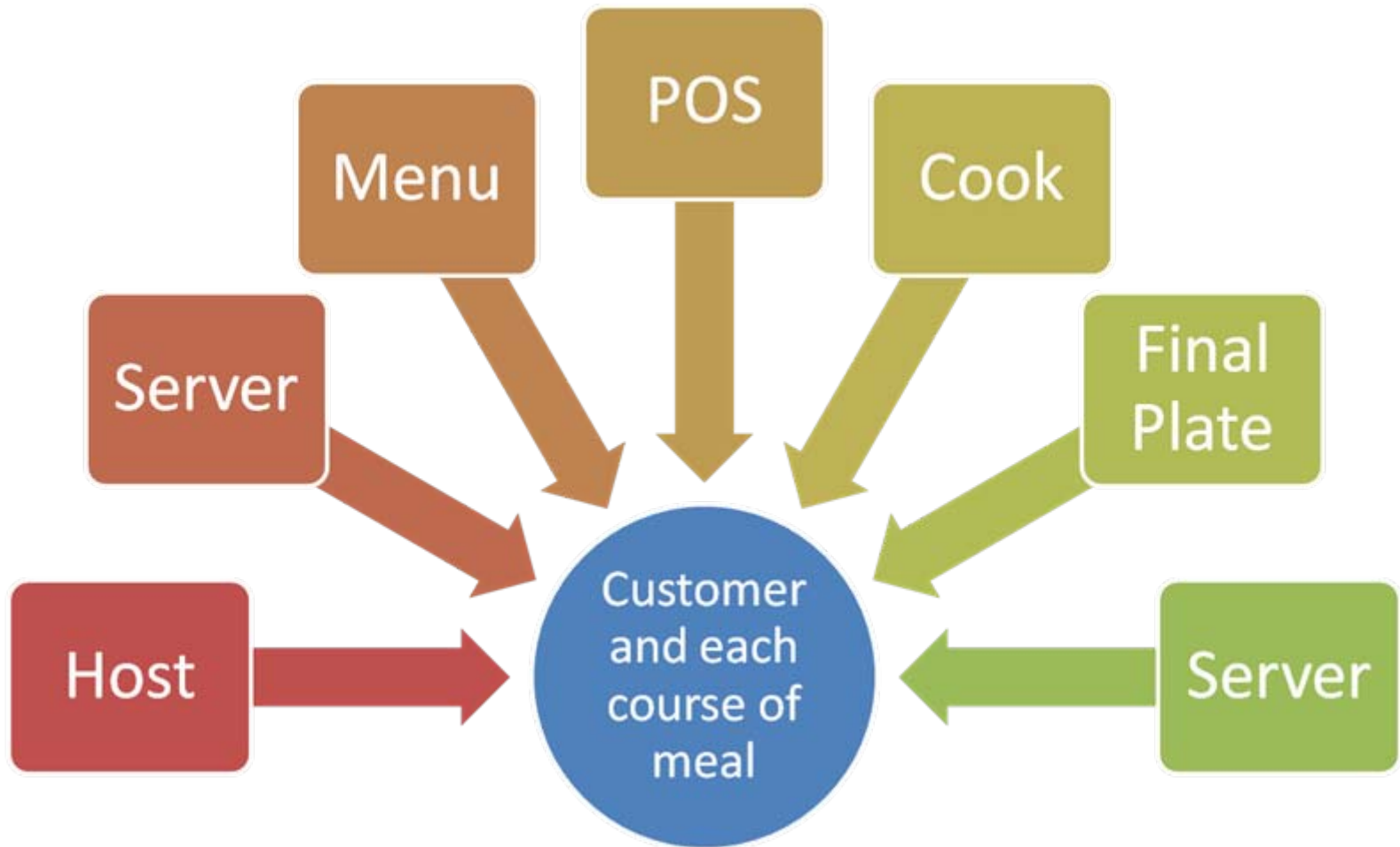


Gluten-Free No FEAR





GREAT will help control your gluten-free variables.





**Bringing the
pieces together**

Some important statistics are as easy to remember as 1,2,3.

- ONE: No less than **1/133** Americans have Celiac Disease.
- TWO: Over **2** Million Americans (2.96 million) have Celiac Disease.
- THREE: Only **3%** of those with the disease know it.

THE ONLY KNOWN TREATMENT FOR CELIAC DISEASE IS A GLUTEN-FREE DIET

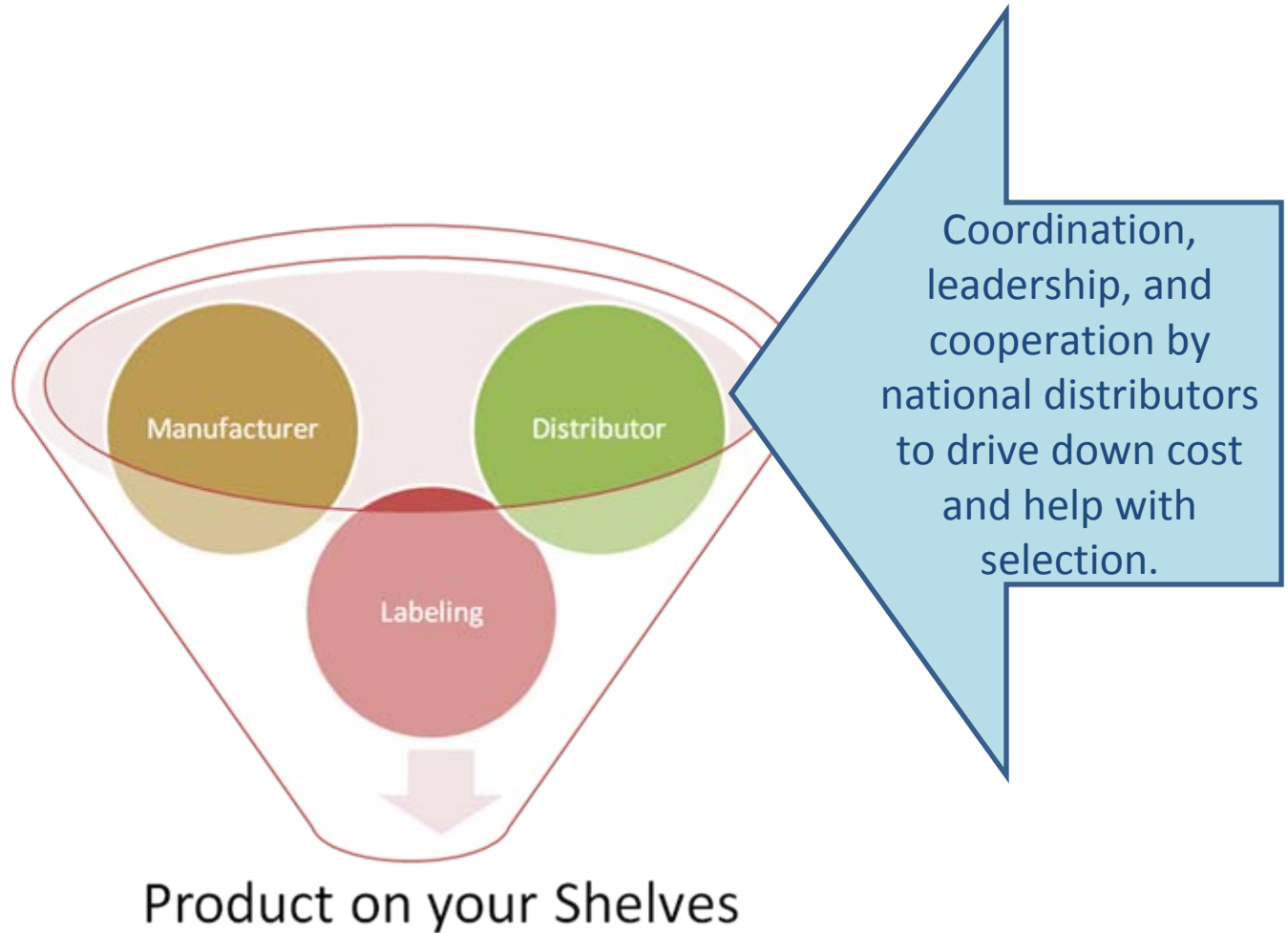




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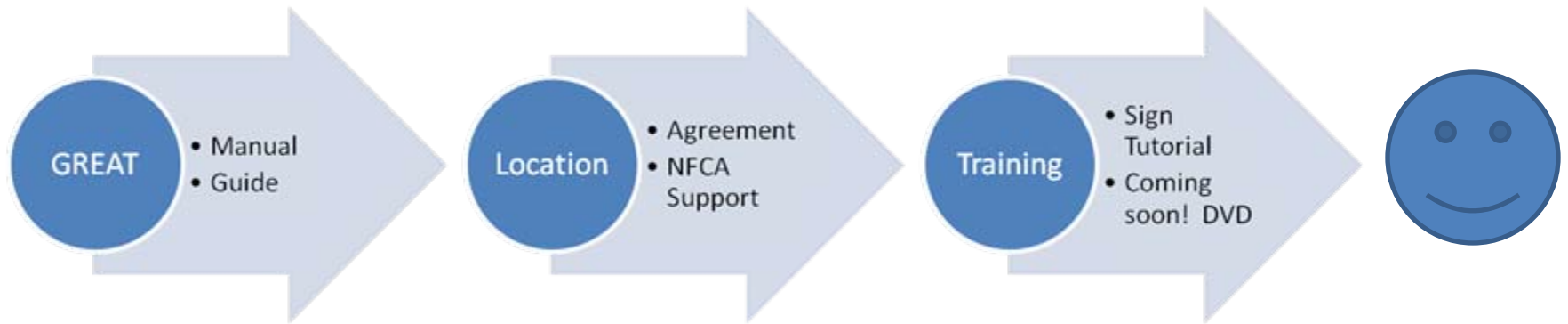


What is the industry's weak point?



GREAT strengthens the weak point for
restaurants:

Implementation and Employee Training



IF THE SERVER IS NOT TRAINED AND COMMITTED, THEN THERE IS A GOOD CHANCE THE MEAL WILL NOT BE GLUTEN-FREE.

Gluten-free education at its BEST.

*This venue has been **informed & verified** about preparing foods for those on a gluten free diet.*



GREAT Kitchen Protocol materials prepared by:



The GREAT logo does not guarantee gluten-free food but verifies proper training.

- DON'T guess. Get the exact formula for success.
- \$150/kitchen with a sliding scale for chains.
- Cooperation with national organization.
- Regional and professional assistance.
- TOP NOTCH QUALITY Program approved for continuing education by the American Dietetic Association and the American Culinary Federation.



What is unique about GREAT?



INSIDER'S VIEW

Created by a multidisciplinary team

**Recognized by the *American Dietetic Association*
and *American Culinary Federation***

System of support from trained, professionals

Online, easy access

Coordination with national organization

Help with your greatest variable: EMPLOYEE TRAINING

D is for Diagnosis.

The treatment
cannot be worse
than the illness.

We need people diagnosed.

We need GOOD options for those people.

YOU can be part of the solution.



Do I Have
CELIAC?

- Fatigue
- Skin rash
- Anemia
- Fertility issues
- Joint pain
- Weight loss
- Family member with celiac
- Pale sores inside mouth
- Depression
- Chronic diarrhea
- Diagnosed with IBS
- Gas and abdominal pain

DoIHaveCeliac.org

The poster features a vertical tear on the right side, revealing a list of symptoms. On the left side, there are four black and white portraits of people: a woman at the top, a young boy in the middle, a woman below him, and an older man at the bottom. The text "DO I HAVE" is in yellow, and "CELIAC?" is in white on a black background.



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NFCA West Coast Office

Mention this webinar to get a verified course for \$100 per kitchen.