



The A-Z of catering gluten-free

Sarah Sleet



Welcome and Introduction

- Coeliac UK and coeliac disease
- Legislation and risk assessment
- What's involved
- Why bother catering gluten-free?
- Working with Coeliac UK – the Pizza Express story
- What consumers say



- National charity for people with coeliac disease
- Founded in 1968 and the largest coeliac charity in the world
- 60,000+ Members with 1,200 new Members a month
- Widely considered the experts in the gluten-free market
- Active local networks
- Members receive information and support, offers, news, medical advice, details of restaurants, review, Food and Drink Directory and Crossed Grain magazine
- Research and campaigning



Our unique insight

- We understand the diet – what people want to eat and how to make it safe
- We understand the customer base – based on our dialogue with over 60,000 Members
- We are the first point of call for newly diagnosed patients on managing the diet
- Their top concern is more options to eat out safely



What is coeliac disease?

- Autoimmune disease triggered by gluten
- One of the most common autoimmune diseases
- Approximately 1 in 100
- Approximately 24% are diagnosed
- Can lead to more serious complications: cancer of the small intestine or osteoporosis
- Only treatment is a gluten-free diet



Is gluten-free catering the next big thing?

- 1 in 100 people in the UK have coeliac disease
- That's 600,000 potential customers
- But they don't eat alone!



Free From Market

- Grew by 10% year – on – year to £347m in 2013
- Due to reach £519m by 2016
- Gluten-free accounts for 45% of all free from sales
- Free from is moving into mainstream



(Mintel 2014)



What's in it for caterers?

74% would eat out every 2 weeks if more gluten free options were available

People
eat out
with 2-3
others



Average
spend of
£10 - £20
per cover



Each meal is
worth up to
£60 to the
sector

The catering industry is missing out on an estimated
£100 million worth of business a year



Rise in awareness



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Related citations in PubMed

Chefs' knowledge of coeliac disease (compared to the public): a questionnaire survey [Clin Nutr. 2005]

A UK study assessing the population prevalence of self-reports [Eur J Gastroenterol Hepatol. 2014]

Chefs' attitudes toward healthy food preparation are more positive than if [J Am Diet Assoc. 1998]

Emerging concepts: from coeliac disease to non-coeliac glut [Proc Nutr Soc. 2012]

Issues related to gluten-free diet in coeliac disease [Curr Opin Clin Nutr Metab Care. 2008]

See reviews...
See all...

Change in awareness of gluten-related disorders among chefs and the general public in the UK: a 10-year follow-up study.

Soltis¹, Karason MA, Zilber J, Timman E, Feates C, Sanders DS.

Author information

Abstract

BACKGROUND AND OBJECTIVES: In view of the increasing popularity of a gluten-free diet, we sought to determine whether there has been a change in awareness of gluten-related disorders (GRD) among the general public and chefs.

MATERIALS AND METHODS: A face-to-face questionnaire on coeliac disease (CD) and gluten sensitivity (GS) was performed on the general public and chefs based in Sheffield, UK. The assessment was first carried out in 2003 and repeated in 2013.

RESULTS: In total, 513 public members in 2003 (mean age 49.2 years, 62% women) were compared with 575 public members in 2013 (mean age 37.8 years, 57% women). There was a significant increase in the public's awareness of GRD from the years 2003 to 2013, CD [44.2% to 74.4%, adjusted odds ratio (AOR) 3.9; 95% confidence interval (CI) 3.0-5.19] and GS (58.3% to 89%, AOR 7.1; 95% CI 5.0-9.98; P<0.001). Also, 322 chefs in 2003 (mean age 37.6 years, 15% women) were compared with 265 chefs in 2013 (mean age 27.1 years, 38% women). There was a significant increase in chefs' awareness of GRD from the years 2003 to 2013, CD (17.1% to 78.1%, AOR 12.5; 95% CI 7.5-19.6) and GS (9.3% to 87.5%, AOR 65.7; 95% CI 35.4-122; P<0.001). Whereas in 2003 the public were significantly more aware of GRD than chefs, by 2013, this had reached a similar prevalence in both groups. In addition, the correct recognition of the gluten-free symbol was 44% for the public and 40% for chefs (P=0.29). Gluten-free products were sold by 41% of restaurants and 27% of takeaways (P=0.07).

CONCLUSION: There has been a marked increase in both the public's and chefs' awareness of GRD. Such findings may ease the social phobia that individuals with GRD have traditionally been accustomed to.

PMID: 25144402 [PubMed - as supplied by publisher]



What is gluten?

Gluten is a protein found in:

- wheat
- barley
- rye
- oats (similar protein)



The law on gluten-free

Regulation EC/41/2009 covering GF food has been in place since 1 Jan 2012. The legislation applies to the catering industry as well as pre-packaged food.



- Covered by the law and applies to food which contains 20 parts per million (ppm) or less gluten
- Essential that kitchen practices ensure dishes are below 20ppm. Testing can be a good way to check your processes are effective



- Not covered by the law and is for foods made with ingredients which do not contain gluten where cross contamination is minimised

- New EU-wide regulation
- Combines rules on general food labelling and nutrition labelling into one single regulation
- Changes to allergen information requirements apply from 13 December 2014
- Brings in changes to allergen info on pre-packed foods and in catering



European Union

europa.eu

- Now, caterers don't have to provide information on allergens in meals
- From December 2014 caterers have to provide this information upfront, could be via:
 - A separate menu
 - Labels on the current menu
 - On a chalk board
 - Orally
- It must be clear to the consumer where they can find the information, or who to speak to



Basic principles



How we can help you

There's a lot we offer:

- Online training
- Face to face training
- Bespoke training
- Accreditation
- Consultancy



Top 10 Key Points

Things to think about when catering gluten-free

- 1** **Wear gloves, always check!**
- 2** **Choose ingredients that are naturally gluten free or gluten free alternatives.**
- 3** **Keep gluten free and gluten containing ingredients and foods separate.**
- 4** **Use gluten containing ingredients before gluten free.**
- 5** **Make sure all ingredients are sealed and clearly labelled (optional).**
- 6** **Clean hands, dishes and equipment prevents gluten cross contamination.**
- 7** **Wash dishes and bring dishes to public.**
- 8** **Use dish and utensil and preparation equipment for gluten free food or clean one dedicated when used before.**
- 9** **The gluten free food prepared in an office kitchen, ensure clear labelling until the point of sale.**
- 10** **When preparing gluten free make sure you:**
 - **Boiling** - use fresh oil
 - **Deep Frying** - use a 10 litre dedicated oil
 - **Grilling** - have a dedicated grill or part of the grill
 - **Toasting** - use a dedicated use toaster
 - **Baking** - use separate gluten free landing trays and clearly label

Website www.coeliac.org.uk Helpline 084

Coeliac

Accessing the gluten-free pound

Preventing food for people with coeliac disease

CAUTION: FOODS THAT ARE NOT SAFE FOR PEOPLE WITH COELIAC DISEASE

Coeliac disease is a chronic autoimmune condition that affects the small intestine, causing damage to the villi, which are responsible for absorbing nutrients from food. This can lead to malabsorption of nutrients, which can cause a range of symptoms, including weight loss, fatigue, and digestive problems. The only effective treatment for coeliac disease is a strict, lifelong gluten-free diet.

It is important to be aware of the fact that many foods that are not naturally gluten-free can contain gluten, either as an ingredient or as a contaminant. This includes many processed foods, such as bread, pasta, and cereals, as well as many snacks and confectionery items. It is also important to be aware of the fact that many foods that are naturally gluten-free can contain gluten, either as an ingredient or as a contaminant. This includes many processed foods, such as bread, pasta, and cereals, as well as many snacks and confectionery items.

Information and advice: Coeliac UK, www.coeliac.org.uk, 0845 300 9000

Coeliac UK is a charity registered in England and Wales (1044057) and in Scotland (SC20888) and a company limited by guarantee in England and Wales (02048187). Registered office: 50, New, Spence Street, Manchester, M2 7LQ, UK. Tel: 0161 275 2200. Fax: 0161 275 2201. Email: info@coeliac.org.uk

By XEROX

Gluten-free training

Coeliac
Living with coeliac disease

Home > Course Page > Introduction to Coeliac

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Section Seven: Communication

'Getting it right'

Now we've looked at the standards required for cleaning and personal hygiene, storing gluten-free ingredients and preparing gluten-free food, we're going to return to the restaurant we saw earlier.

This time, you'll see more about the communication.

Be prepared to answer some questions about the film afterwards.

Getting it right

Navigation buttons: Previous, Next

Coeliac
Living with coeliac disease

Home > Course Page > Introduction to Coeliac

Course Home
e-Learning Module
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WELL DONE, YOU'RE RIGHT!

Visiting staff have a huge role to play in making the customer feel confident and ensuring the right information gets to them and to the chef.

Navigation buttons: Previous, Continue

Website and press info: Contact us: FAQs

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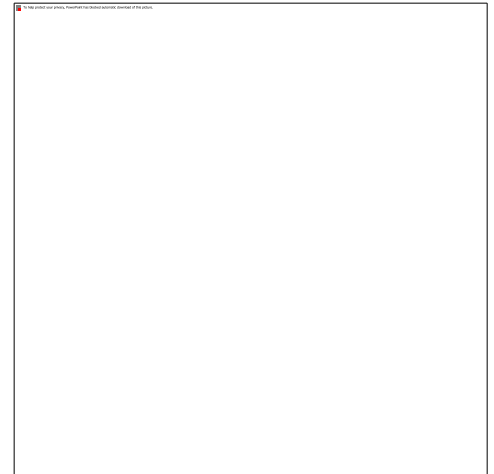
University of
Leicester

Sainsbury's



Immediately signposts establishment can cater gluten-free by adhering to our standards and includes these benefits:

- Licence to use the Coeliac UK GF accreditation symbol on menus, marketing materials, website and promotions
- An accreditation certificate and window sticker which you can display in your venue
- Online training access
- Communication of accreditation to our Members via:
 - Coeliac UK venue guide
 - Coeliac UK App
 - Electronic newsletter eXG
 - Accreditation listing on Coeliac UK website
 - Crossed Grain magazine



We believe we have the best pizza on the high street and we wanted our Gluten – Free offering to be the best

- Our guests have always wanted a Gluten- Free offering and in the past we welcomed our guests to bring their own Gluten- Free pizza bases
- With the research and our customers insight, they made us realise we needed a way to reassure our guests.
- The accreditation process was collaborative, with Coeliac UK really getting to know our business and making it work for us.
- The complaint process was easier to handle with Coeliac UK always at the end of the phone and our accreditation put our guests at ease.
- The success of our sales meant it was viable for us to develop and open our own Gluten Free factory

Accreditation Partners



University of
Leicester



Freeman Hospital



thomas franks



spanish tapas bar & restaurant

It's a Spanish Revolution!



The Newcastle upon Tyne Hospitals 

NHS Foundation Trust

Accreditation testimonials

“ Listening to our customers is vital to the ongoing success of ASK Italian. Whilst we have always invested a lot of time into staff training on our menus and highlighting known allergens, in May 2013 we took the decision to go the extra mile for the growing numbers of gluten-intolerant diners, and became NGCI accredited. We now offer specially marked dishes and gluten-free pizza bases and pastas, to ensure we can meet their needs. We're very proud of the results of this journey, and especially with the feedback from customers who can relax and enjoy their meals with us as a result. ”

Catherine Salloux, Marketing Director, ASK Italian

“ Coeliac UK's insight and expertise has been invaluable. Its knowledge of the gluten-free market helped us to really understand the needs of this audience and to welcome them back to PizzaExpress. Coeliac UK's accreditation helps customers, who cannot eat gluten, to trust our food and the careful processes we use when preparing it. This has been vital to the successful launch of our gluten-free range. ”

Rebecca Farrer, Brand Director, PizzaExpress



Recent Member Research

- 30% of members said they eat out more often now that there are Coeliac UK accredited venues
- 84% said that the GF symbol automatically tells them it's safe to eat at the venue
- 80% said that when they eat out with others, their need for safe gluten-free options determines where they eat out



Recent Member Research

- 82% said they are more likely to revisit an accredited venue
- 70% said they would choose a GF accredited venue over one that isn't
- 87% said they would like all venues with gluten-free options to be accredited by Coeliac UK



What your coeliac customers need



Is gluten-free the new vegetarian?

- 30 years ago vegetarians treated as fussy eaters
- Mushroom stroganoff and a nut-roast the only options
- Today on every menu for all customers
- Are you going to be in on the ground floor for the GF revolution?

