

Michelle Berriedale-Johnson

**FreeFrom in Foodservice –
the opportunity!**

YouGov findings on foodservice

- Just over 40% respondents found eating out freefrom at restaurants/café reasonably easy – which means that nearly 60% didn't!
- Just over 30% respondents found eating out freefrom when on day trips of travelling – which means that nearly 70% didn't!
- Only 26% had had satisfactory experiences with freefrom vending machines – which means that nearly 75% hadn't!

- 75% of respondents (allergy sufferers and non allergy sufferers) agreed that restaurants should have to cater for allergies.
- Independent and chain restaurants scored more or less equal in the freefrom catering.
- 47% of respondents do not think that allergens are sufficiently well flagged on menus.
- 54% do not think that restaurants offer enough information or support to allergy sufferers.

- These figures are very much what one would expect – indeed somewhat better – but –
- They show how much work there still is to be done....
- And what opportunities are out there for those who can get it right!!
- **Such as....**

- **Food manufacturers**

Huge opening for individually packed 'freefrom' dishes, savoury and sweet which could be served direct to the customer in their packs thereby avoiding all confusion, contamination and ignorance issues.

- **Designers and packagers**

Opportunity to come up with attractive single serving, heatable packaging to enable the above.

- **Laboratories**

To come up with easy-to-use tests and test kits for use in food service outlets.

- **Training courses**

Opportunity for on site, group, e-learning etc courses on allergy for large and small food service outlets.

- **Chefs and restaurateurs**

A huge opportunity for enterprising and imaginative chefs and restaurateurs who can get their heads around the requirements of 'freefrom' catering and get in ahead of the game with the provision of really good allergen aware food.

Brief observations on entries to this year's brand new FreeFrom Eating Out Awards

- High street chains are very much on the case
- Dedication may be the way to go



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