



The GREAT (Kitchens) Solution to Eating Out

*With Beckee Moreland, NFCA's Director of GREAT Kitchens and
Bob Strate, COO of TaMolly's of America, a GREAT trained restaurant*





Important Reminders!

① Will this information be available at a later date?

- Yes, always!
- Webinar recording will be posted along with the webinar slides tomorrow at CeliacCentral.org/webinars/archive/

② Are continuing education credits available?

- Yes!
- Attendees must **complete the follow-up survey** in order to access this certificate.
 - **The follow-up survey will be sent on Wednesday, February 25th through an email from NFCA.**
- To ensure that you receive this email, make sure that NFCA ([National Foundation for Celiac A@gmail.vresp.com](mailto:NationalFoundationforCeliacA@gmail.vresp.com)) is on your **allowed senders list**.
 - Accidentally unsubscribed? Register for the webinar with a new email address
 - Be sure your email address is spelled correctly when registering
- Continuing education credits given **for live viewers only**
 - We encourage you to check out our archived webinars, but note that continuing education credit will not be given
- In the case of group viewing, **only the registered and logged in participant will receive credit**



Learning Objectives

- 1) Understand how the GREAT Kitchens program works as a solution to help you eat without fear
- 2) Know what safe practices the GREAT Kitchens program helps restaurants implement
- 3) Discover an existing GREAT Kitchen and how they have implemented the program
- 4) Learn how you can expand options for the community by bringing GREAT Kitchens to restaurants near you



Welcome!

Beckee Moreland

Director of NFCA's GREAT Kitchens Program

- Has worked as a gluten-free consultant for companies in the food industry since 2008
- Manages NFCA's Gluten-Free Resource Education and Awareness Training (GREAT) Foodservice programs (ADA and ACF accredited)
- Restaurant industry experience of over 20 years
- Bachelor of Science, Education from University of Nebraska-Lincoln.





Welcome!

Bob Strate

Chief Operations Officer of TaMolly's of America

- TaMolly's of America consists of TaMolly's Mexican Restaurants, which have been GREAT trained, and Chiladas Fresh Mex Grills in Texas, Arkansas, and Louisiana
- Strate has over 20 years' experience in the restaurant industry from menu development to facility logistics
- Providing nutritional values for TaMolly's of America along with allergen menu strategies





Quick poll!

Have you eaten in a GREAT trained restaurant?

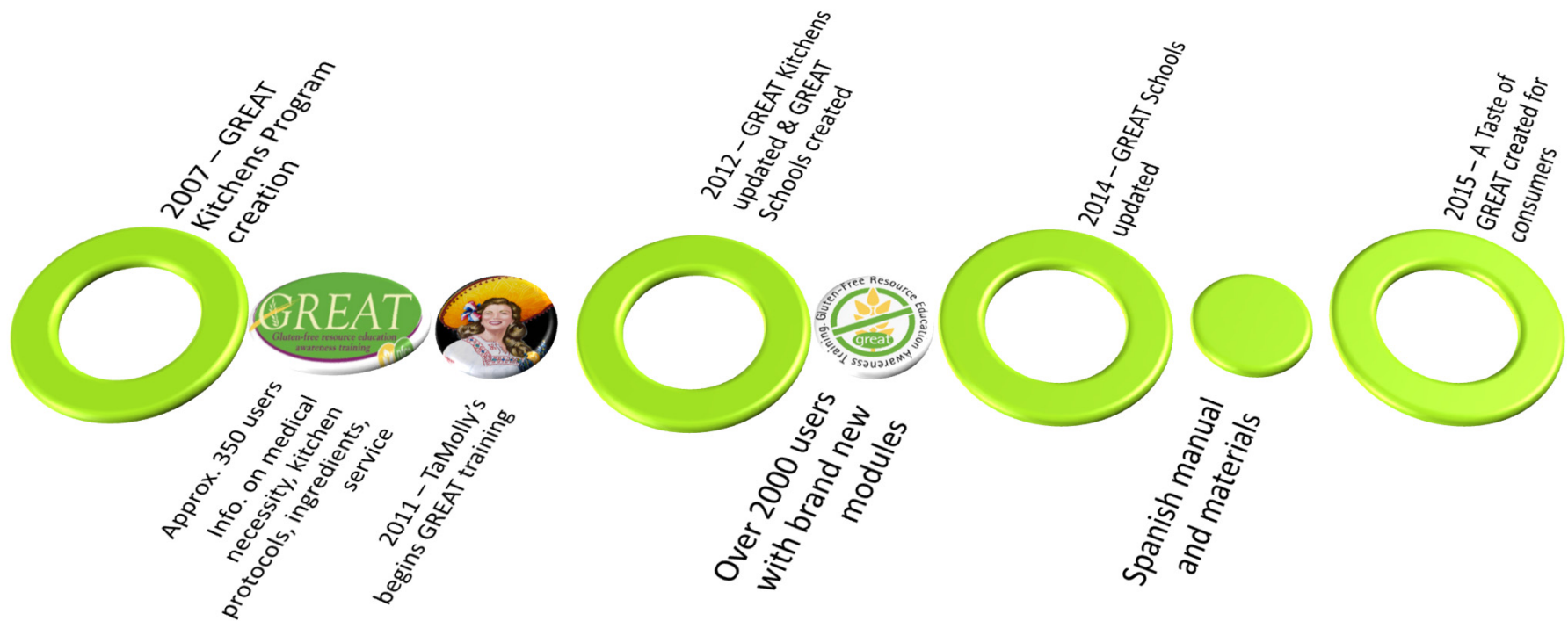


NFCA's GREAT Program

- For diners with celiac disease and non-celiac gluten sensitivity a gluten-free diet is a medical necessity.
- GREAT mission – To provide food that is safe, affordable, accessible, and understood for the celiac disease community.
- Meeting this dietary need improves the quality of life for those with medical necessity
- GREAT Kitchens helps to provide a solution to assist the foodservice staff in accurate, comprehensive gluten-free education



GREAT Timeline





Taste of GREAT

- http://bit.ly/Taste_of_GREAT
- New course for consumers is an abbreviated version of GREAT Kitchens
- Costs \$10 to take this course
- Inside look at what restaurants should know about serving gluten-free diners
- By learning a little bit about what is covered in GREAT Kitchens, consumers can feel more confident when approaching restaurants to become GREAT trained



GREAT Kitchens

What is the purpose of GREAT Kitchens?

- **Improve the quality of life for those with gluten-related disorders**
- Provides education and tools for all types of foodservice operations and employees
- Current information on federal regulations and resources
- Needs of gluten-free diners – safe meal, variety, taste, understand condition
- Comprehensive information –
 - Management course – 2.5 hours plus manual
 - Standard course – 90 min.
 - Front of House – 45 min.
- Offers solutions – storage, prep areas, ingredients, products, production systems, equipment that can be adapted to type of operation



Impact of GREAT Kitchens

Community Impact –

- Eliminate fear of food
- Increases availability of gluten-free options
- Improves social life, travel, and relationships at work and home
- Encourages empathy and builds confidence among foodservice staff
- Provides industry best practices for gluten-free preparation





Impact of GREAT Kitchens, Continued

GREAT Graduates Impact –

- Over 1,200 foodservice personnel have completed training
- Representing 40 US states plus Costa Rica, Canada, Hong Kong, Australia
- Restaurants, food trucks, arenas, stadiums, hospitals, senior care, bakeries
- Chefs, cooks, waitstaff, distributor sales reps, dietitians, general managers
- Confident in process and expands menu options



Quick poll!

How comfortable are you advocating for your
gluten-free needs?



How is GREAT the solution to dining out problems?

- GREAT Kitchens helps restaurants understand YOUR biggest concerns!
 - Comprehensive training for *all* employees
 - Improves communication down the line because *everyone* speaks GREAT language
host – server – chef – manager – guest
 - Standards met to serve *all* guests requesting a gluten-free meal
- GREAT Kitchens takes care of your needs, and even answers questions you might not have thought to ask, so you can live life to the fullest and eat without fear!
 - Train staff, verify ingredients, set up protocols, implement program
 - GREAT Kitchens for foodservice operators – Guests may not understand foodservice products and commercial kitchen equipment



We've heard your concerns

- We've had many discussions on social media and one-on-one conversations
- We've gotten your feedback on surveys
- We've heard your concerns and we have a solution!



Recognizing the Issue

- Understanding basics of the gluten-free diet is not enough to keep customers safe
- TaMolly's knew they didn't have time to reinvent the process
- It's not a "Special of The Week," it is something that greatly impacts many of TaMolly's guests.
 - They want to gain their customers' trust, therefore they realize they must "do it right"





Quick poll!

What is your biggest concern when dining out?



“Will they know what celiac disease is?
Will they think I’m eating gluten-free for the fad?”

Module 1: Gluten-Free Guest



- Identify and distinguish between celiac disease, non-celiac gluten sensitivity, and food allergies
- Describe who is eating gluten-free and why
- Gluten-free Marketplace
- List needs of the gluten-free diners
 - Safety first



The Greatest Returns Came in Unexpected Ways

- Not just a way to increase sales
- The entire staff from managers, cooks, and servers feel greater value to their daily routine
- Received overwhelming support from the gluten-free community
 - The many positive comment cards and emails make this a permanent fixture at our restaurants





“Will they know which ingredients contain hidden gluten?”

Where is Gluten Found?

Breads, muffins, pizza crust, croutons, bagels, cereal, pies

Orzo, pasta, couscous

Some soups, broth, sauces, gravies

Processed foods
breaded meat, meatballs, frozen hamburger patties, seasoned meat, meat substitutes, some french fries and potato products, battered vegetables

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The infographic includes five small images: a bowl of soup, a slice of pepperoni pizza, a breaded chicken nugget, a plate of spaghetti with meat sauce, and a pile of french fries.

Module 2: Gluten-Free Ingredients

- Describe gluten and list the grains that contain gluten
- Identify naturally gluten-free ingredients
- Identify hidden sources of gluten
- List the steps to verify the safety of ingredients
- Recognize substitutions for gluten-containing ingredients



Carefully Sourcing Ingredients

- It is important to have oversight over each ingredient from farm to table
- TaMolly's works with US Foods to get safe ingredients
- They also check the sources of their ingredients to make sure they remain gluten-free





“Will the chef know what to do to make my meal safe?”

Module 3: Back of the House

- Recognize gluten-free products in your pantry.
- Identify label attributes and recognize safe and unsafe ingredients.
- Describe process of gluten-free menu development.
- Identify proper storage and handling of gluten-free supplies.
- Assess challenges in offering gluten-free options.





Ta Molly's
MEXICAN KITCHEN

**GLUTEN
FREE MENU
FULL FLAVOR!**

STARTERS AND SALADS

NACHO PLATTERS

BEEF OR CHICKEN | \$6.49 REG., \$7.49 LG.

SUPREME BEEF OR CHICKEN

with beans, guacamole & sour cream.
| **\$8.49 REG., \$9.49 LG.**
Substitute fajita meat for 1.00

BOB'S DIP™

A Ta Molly's specialty! A blend of our famous queso, spicy beef & sour cream. | 5.49

QUESO

Real melted cheese & fresh jalapeños. | 3.29 reg., 4.29 lg.

GUACAMOLE

Ripe Avocado with spices & tomato on a bed of lettuce in a crisp tortilla shell. | 3.29 reg., 4.29 lg.

TRIO DIP

Enjoy three Ta Molly's traditions- classic yellow queso, guacamole & queso blanco. | 6.49

POLLO ENSALADA

Charbroiled chicken on crisp greens, tomatoes, olives, carrots, cabbage, cheddar & jack cheeses with dressing or queso. | 8.89

*Bottomless
Chips & Salsa!*

Gluten free chips and salsa
'till you say stop!

KIDDOS

ENCHILADA

Beef, Chicken or Cheese with
Queso or Chili | 5.50

MEAT TACO PLATE

| 5.50

GLUTEN FREE FAVORITES

ENCHILADA DINNER

3 cheese, beef or chicken enchiladas topped with queso or chili. | 7.69

FIESTA COMBO DINNER

2 cheese enchiladas topped with your choice of queso or chili, 1 tamale,
1 crispy taco, refried beans, rice & guacamole. | 10.69

TIJUANA

2 cheese enchiladas with your choice of queso, chili, 1 chicken or beef taco, refried
beans & rice. | 9.89

FIRE ROASTED CHILE RELLENO

A mild poblano pepper filled with spicy beef or chicken, jack cheese &
seasoning with avocado ranch salsa. | 9.49

POLLO MONTERREY

Charbroiled fajita chicken breast, sauteed mushrooms, onions, bell peppers
& jack cheese. | 13.89

FAJITAS

Marinated & charbroiled beef skirt steak and/or chicken breast, sauteed
onions, bell peppers & corn tortillas. Ask for a side of queso or guacamole
to make it even better! | 13.89

GRILLED FISH TACOS

2 seasoned & seared tilapia fillets, jack cheese, lettuce, avocado in corn
tortillas, served with chipotle avocado ranch salsa. | 11.69

LUNCH SPECIALS

TWO ENCHILADAS

Beef, Chicken or Cheese | 6.69

BEEF OR CHICKEN FAJITAS

Beef, Chicken or Combo | 8.89

BEEF ENCHILADA & CRISPY TACO | 7.89

POLLO MONTERREY | 8.89

GRILLED POLLO ENSALADA | 8.89

Our TaMolly's team
members are trained
using the 'Great Kitchens'
courses & materials.



Even though our kitchen isn't
completely gluten free, we'll do our
best to make sure your dish is. That
means using a special, gluten-free
frier and work surface. We love to
give you options when it comes to
your individual needs, and our Gluten
Free menu is just one of the ways we
can help you make healthy decisions.





“Do they know about cross-contact?
Do they know not to cook my vegetables in pasta water?”

Module 3: Back of the House Continued

- List elements of a gluten-free workspace.
- Identify proper process to clean gluten from a counter.
- Recognize which equipment should be dedicated for gluten-free food prep.
- Identify ways to prevent cross-contact when cooking.





Clearly Mark All Dishes





“How will the server communicate my needs to the kitchen? What will be lost in translation?”

Module 4: Front of House Basics

- Welcome and seat the gluten-free diner
- Steps for taking a gluten-free order
- Communicating the order to kitchen
- Service from order to plate
- Describe what to do if a mistake is made
- Dining scenario problem solving
- Identify steps for addressing a complaint





Download our Dining Tips Sheet

Visit http://bit.ly/NFCA_Dining_Tips_Sheet

DINING OUT TIPS FROM NFCA

A GREAT tool for celiac disease and gluten sensitive diners.

Tip 1: Call ahead

Dining out can seem intimidating, especially when you are newly gluten-free. If possible, call ahead. These questions will help you to determine if a restaurant is an appropriate choice:

- Do you have a gluten-free menu?
- Can you tell me what gluten is?
- What are your gluten-free menu options?
- Have you completed a gluten-free training program, such as GREAT Kitchens?

Tip 2: Be detailed

Once seated, these questions will help you to order safely and minimize mistakes so that you have a good experience:

How is this dish prepared?

- Do you use any spice blends or mixes?
- Do you use flour or soy sauce in the dressing/sauce/batter/base?
- How do you top/garnish the dish (i.e. croutons, fried onions, crackers)?

How do you avoid cross-contamination with gluten-containing ingredients?

- Do you use a separate prep space for gluten-free food?
- Do you use separate cookware and utensils for gluten-free food?
- Do you clean the grill?
- Do you use a dedicated fryer?

ABOUT THIS GUIDE

This guide is meant to be a tool for communicating your needs, not a guarantee for a safe meal. Your health comes first, so if you feel uncomfortable at any time, ask to speak with the manager or consider dining at another establishment.

We have included information about GREAT Kitchens in this guide for you to cut out and share with restaurants that you frequent so they can receive gluten-free training.

Questions were contributed by NFCA staff, NFCA Scientific/Medical Advisory Council, and NFCA webinar panelist Pam Cureton, RD, LDN.

ABOUT GREAT KITCHENS



GREAT Kitchens is a comprehensive online training program developed by NFCA. GREAT Kitchens teaches foodservice professionals how to properly prepare and serve gluten-free food to meet the dietary needs of diners with celiac disease and non-celiac gluten sensitivity. www.CeliacCentral.org/GREAT • GREATFoodservice@CeliacCentral.org

ABOUT THE NATIONAL FOUNDATION FOR CELIAC AWARENESS



Through empowerment, education and advocacy, the National Foundation for Celiac Awareness (NFCA) drives diagnoses of celiac disease and other gluten-related disorders and improves the quality of life for those on a lifelong gluten-free diet. www.CeliacCentral.org • Twitter: @CeliacAwareness • Facebook: [Facebook.com/NFCeliacAwareness](https://www.facebook.com/NFCeliacAwareness)

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ASK A RESTAURANT TO BECOME TRAINED

Thank You!

I enjoy dining at your establishment, and I'd like you to become a GREAT Kitchen.

GREAT Kitchens have completed gluten-free training from the National Foundation for Celiac Awareness (NFCA) and receive marketing benefits if they take the pledge to uphold gluten-free standards. It's a sign of your dedication to providing safe meals for customers who have celiac disease and other gluten-related disorders.

The course is available online and includes a series of multimedia learning modules:

- The Gluten-Free Guest
- Ingredients
- Front-of-House
- Back-of-House
- Implementation

Check it out at:
www.CeliacCentral.org/GREAT

Sincerely,

(Customer, please write your comments on reverse side)

Did You Know?

An estimated 1% of Americans have celiac disease and 6% non-celiac gluten sensitivity.

Both conditions require a strict, lifelong gluten-free diet.

In 2012, restaurants in the US served more than 200 million gluten-free meals.

Use Coupon Code GoGREAT to get 10% off gluten-free training.



Communication is Key

- Each gluten-free order ticket gets this designated yellow sticker
- No matter how many guests in the group, this gluten-free ticket is always written separately
- This is part of the system that TaMolly's uses to keep communication clear all the way from the order process, through the manager preparing the meal, and finally back to the table





“How do I know if they’ve been GREAT trained?
Will they have gluten-free options for me?”

Module 5: Implementation

- Management Only
 - Assessment of Operational Capabilities – Strengths and Challenges
 - Menu Development – starting with current menu
 - Identify different methods to educate and train your staff
 - Identify ways to effectively communicate your program to gluten-free community





Quick poll!

How comfortable would you be advocating for your gluten-free needs in a GREAT trained restaurant?



How to Bring GREAT Kitchens to YOUR City

- 1) **Partner with your favorite local restaurants in helping them bring a safe dining experience to your communities in offering gluten-free choices with confidence**
 - Encourage them to complete GREAT training rather than avoid them
 - Be positive in all exchanges with the restaurant

- 2) **Suggest websites and other contacts so the restaurants you are communicating with will see the potential added business from the gluten-free community**

- 3) **Support establishments that are doing it right!**
 - Become a frequent diner
 - Offer encouraging words to servers and staff to make the effort more personal for them
 - Leave a GREAT tip!

- 4) **Continue to direct any questions or concerns on your dining experience to the highest level you can, from manager and ownership, to build on the relationship.**
 - When offering constructive criticism, always build-up to maintain the relationship, don't tear-down



Accessing GREAT Courses

- 1) Go to website
- 2) Courses – Choose GREAT Kitchens
- 3) Click “Sign up”
- 4) Enter learning site
- 5) Register as new account
- 6) Select GREAT Kitchens courses
 - 1) GREAT Kitchens – Management
 - 2) GREAT Kitchens - Standard
 - 3) GREAT Kitchens – Front of House



www.greatGFKitchens.org



GREAT Attributes

Accredited by:



American Culinary Federation
The Standard of Excellence for Chefs



Reviewed by:

- NFCA's Scientific/Medical Advisory Council
- Registered Dietitians
- Foodservice Directors
- Chefs

Included in the Database of:

- The USDA Professional Standards for School Nutrition Professionals



GREAT Accreditation

Application Process:

- Submit application
- Application fee

Approval of Management Systems for:

- Staff Training
- Ingredient Verification
- Storage and Supplies
- Front and Back of House Protocols

Marketing Benefits:

- Press releases
- Decal
- Promote to community





Learn more about GREAT Schools

Download our free webinar

“GREAT Schools Lead to Great Learning Environments”





Hear more of Bob's story!

Check out Bob's interview from NFCA's segment,
"Gluten-Free Dining Tips from the Experts"

[http://bit.ly/Bob Strate Dining Tips](http://bit.ly/Bob_Strate_Dining_Tips)



Want even more dining tips from the experts?

Check out our other interviews with Beckee,
Chef John Benton, and Chef Jehangir Mehta

<http://www.celiaccentral.org/diningout/>



As we finish...

Questions from the audience?





Save the Date!

CeliacCentral.org/webinars

Topic: “Gluten-Free Travel: Making Your Own Rules for the Road”

Date: Thursday, March 19th

Time: 8 p.m. Eastern/5 p.m. Pacific

Speakers: Anna Sonnenberg, creator of the blog “Gluten-Free Jet Set” and Erin Smith, creator of the blog “Gluten-Free Globetrotter”

Topic: “What Wikipedia Can’t Tell You About Celiac Disease Prevention – Hear it from the Experts”

Date: Wednesday, April 29th

Time: 1 p.m. Eastern/10 a.m. Pacific

Speakers: Alessio Fasano, M.D., Carlo Catassi, M.D., Sabine Vriezinga, M.D.



Thank You!

- Webinar questions, comments, feedback: webinars@CeliacCentral.org
- Connect with NFCA:

