

GREAT Kitchens Program

Gluten-Free Resource Education and Awareness Training



Comprehensive Online Training

- Learn how to find gluten-free products and develop gluten-free options that welcome guests with special diets.
- Understand how to properly read ingredient labels and adjust recipes so that they are appropriate for people with celiac disease and gluten sensitivity.
- Get the tools and resources you need to train your staff and maintain gluten-free protocols throughout your operation.
- Gain trust and confidence by communicating clearly about your practices.

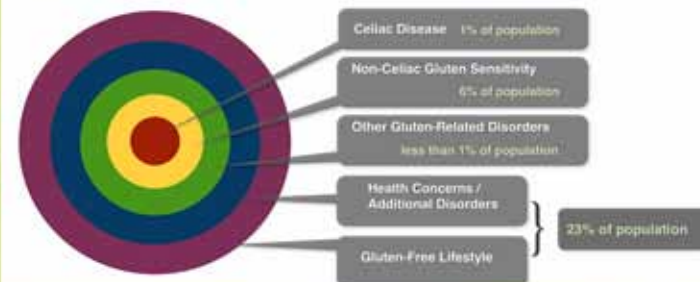
Learn more at greatGFkitchens.org

Five Multi-Media Modules for Online Training

- M1: Gluten-Free Guests:** Demographics and needs of the gluten-free guest.
- M2: Ingredients:** What to avoid and how to replace ingredients.
- M3: Back Of House:** Explore production hot spots and create gluten-free protocols.
- M4: Front Of House:** Using your service staff to build trust and customer loyalty.
- M5: Implementation:** (Included in Management curriculum) Developing, maintaining and assessing your gluten-free program.



Who is Eating Gluten-Free?



"GREAT helped tremendously! Our managers and staff could take the online training at their own pace and learn all they needed to know about serving our gluten-free guests."

- Travis Strate, TaMolly's (Texarkana, TX)



GREAT Kitchens Benefits

- **Affordable Fees:** Discounts for multiple logins and sliding scale for multi-unit operators.
- **Standardized Curriculum:** ServSafe-based training available online or onsite. Certificate of Completion provided after learner passes exam.
- **Educational Credits:** Accredited by **Academy of Nutrition and Dietetics** and **American Culinary Federation**.
- **GREAT Toolkit:** Downloadable manual included with online course. Hard copy manual and supplemental 8-minute bilingual training DVD available for extra fee.
- **Consulting from Industry Experts:** Services include ingredients review, menu development and logistical assessment.
- **Marketing & Promotion:** Optional GREAT Kitchens Status includes window decal, press release template and website listings. Separate application process required.

Fast Facts

- Gluten-free requests accounted for more than 200 million restaurant visits in 2012 (The NPD Group, 2013).
- 30% of Americans are eliminating or decreasing the amount of gluten in their diets (The NPD Group, 2013).
- The National Restaurant Association's annual "What's Hot" survey ranks gluten-free fifth among the top food industry trends for 2014.
- Gluten-free menu claims increased 275% from 2009 to 2012, according to Mintel Menu Insights.

Beyond Celiac

Beyond Celiac advances widespread understanding of celiac disease as a serious genetic autoimmune condition and works to secure early diagnosis and effective management. We empower our community to live life to the fullest, and serve as a leading and trusted resource that inspires hope, accelerates innovation and forges pathways to a cure.

For more information or to register online: www.greatGFkitchens.org

Beyond Celiac

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