







Membership services

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Membership services overview



"We're the trusted organisation for anyone living gluten free. Our services will help you shop, cook, travel and eat out with confidence."

Membership features include:

- Food and drink product information and alerts (print, online, apps)
- Crossed Grain magazine
- Monthly newsletter
- Products and offers newsletter
- Venue Guide
- Recipe service
- Diet and health booklets and fact sheets
- Travel information
- Helpline
- Peer support via Local Groups and Member2Member
- **Events**





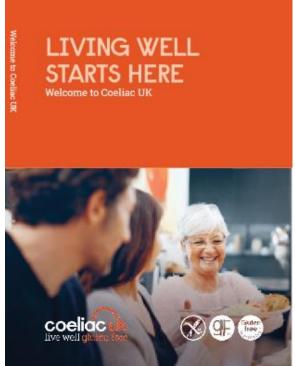


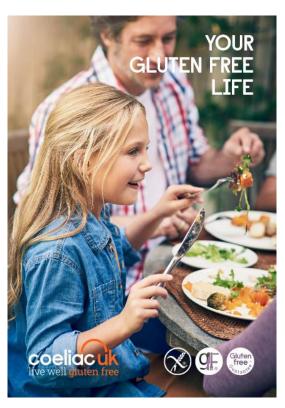


New members



We provide a welcome pack of resources and special offers and send Keeping in touch emails throughout the first year, with tailored information and support





Gluten free :

What to look for when food shopping and eating out

Shopping and eating out can be a challenge for people following a gluten free diet. We have worked with food manufacturers and venues to establish quality standards for the delivery of safe gluten free food via your supermarket shelf and restaurant table.



Our members have found shopping much easier thanks to the use of the Crossed Grain symbol on gluten free products. The Crossed Grain symbol is an internationally recognised licensed symbol that can only be used on gluten free products that meet strict manufacturing criteria. Look for this symbol when shopping and don't forget to use our Food and Drink Directory as a quick guide to gluten free products.



our catering training scheme helps chefs, waiters, managers and anyone involved in food to work within the law and deliver safe gluten free food. Look for this symbol when eating out, and use our Venue Guide to find these and other venues recommended by our members. Visit our website for some top tips on communicating your need for a gluten free diet at www.coeliac.org.uk/eatingout. And if you have a good eating out experience and would like us to share it with others send the venue details to

venue.recommendations@coeliac.org.uk



Maintaining a healthy diet

Healthy eating recommendations for weight control on a gluten free diet are the same as for the general population. It's important to keep to a healthy weight in order to prevent complications associated with being overweight such as heart disease, stroke and Type 2 diabetes.

Anyone can eat healthily whilst following their gluten free diet. There are plenty of ways to ensure you have a balanced and healthy gluten free diet, keep to a healthy weight, get enough of the important vitamins and minerals, and stay fit and active.

More information on balanced eating, including advice for those following both a gluten free and vegetarian or vegan diet, can be found at www.coeliac.org.uk/balanceddiet

Get to grips with labelling

In the first few months of diagnosis identifying what you can and can't eat can be a real challenge. The key is to focus on what you can eat, not what you can't. There are food labelling laws in place to help you choose the right foods to eat. Find out more at www.coeliac.org.uk/labels.



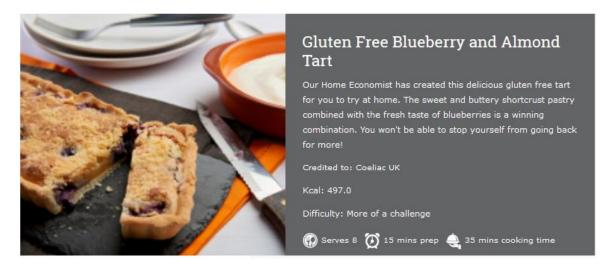
Call our Helpline

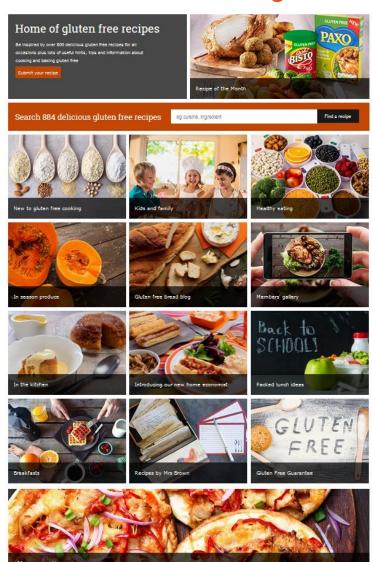
Our team of experts on our Helpline are available Monday to Friday from 9am to 5pm to answer any questions you have about your membership, coeliac disease and associated conditions, gluten free diet or queries on food products. Call us on **0333 332 2033**.

Home of gluten free recipes

coeliacuk
live well gluten free

- Tailored content supporting a variety of needs
- More content accessible outside of the login to promote value
- Monthly features In the kitchen, seasonal produce
- Video capabilities
- Community sharing blogs, gallery and tips
- Detailed recipe content with nutritional information







2018 recipe development

coeliacuk live well gluten free

- More recipes developed by our Home Economist, Louise
- Coeliac UK recipe videos
- Meal planners
- 2018 recipe calendar
- More recipe images for our gallery please

Members' gluten free recipe gallery

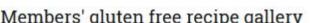








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Venue Guide

coeliacuk live well gluten free

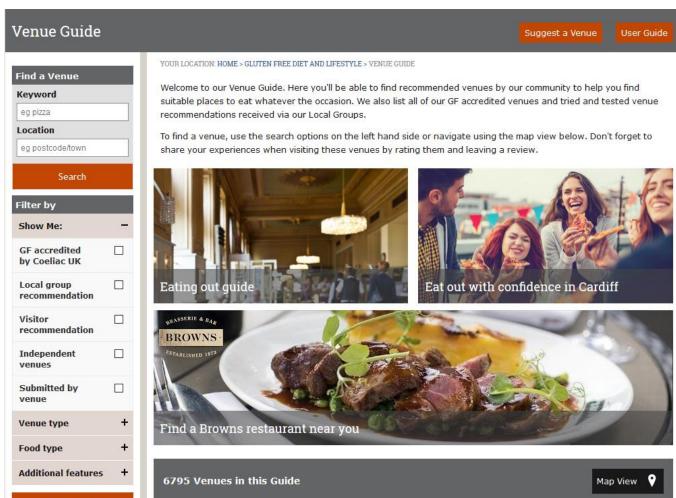
- Improved search and filter options
- More content outside of the login to promote value
- Enhanced rating and reviews capabilities
- Automated listing with the appropriate follow up



This is what others think of Verdo Lounge







Refine Results

2018 Venue Guide development coeliacuk live well gluten free



- Improve function for members to provide updates on venue listings
- Better sign posting to Guide on Local Group pages
- Redeveloped Venue Guide app
- More venue recommendations, ratings and reviews please

Local venues

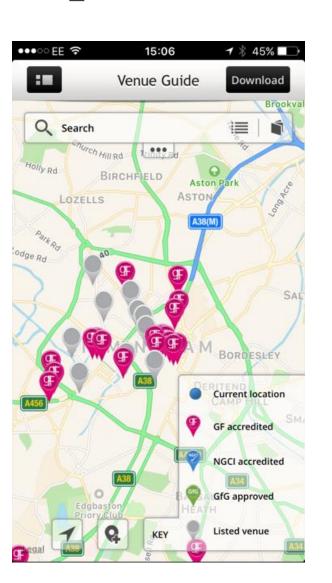
This is a map of GF (gluten-free) accredited venues and standard listings which have been recommended by our Members or the venue directly. The GfG (Gluten-free Guarantee) approved pin is used to show supermarkets that have signed up to the GfG.











Food information



- Available across print and digital platforms
- Gluten free, Crossed Grain licence and mainstream food products
- Monthly updates
- Food alerts
- Additional dietary needs via Gluten free food checker app









2018 Food information service



- Access to over 100,000 products with weekly updates
- Reformat of the printed version to improve longevity
- Improved functionality to the online version
- Scaled back to one app to still include barcode scanner, ingredients list, nutritional information and other dietary needs
- Link suitable products from our recipe listings









Future membership offering



Content- deliver relevant, tailored information showing an understanding for user needs

Communicationinformation received through the platform of choice User experiencesaving time and effort, creating a willingness to engage over having to



Something different?



Your Gluten Free Life

Service duration: Two years

Criteria: CD diagnosed or gluten intolerant, can be lapsed member rejoining

Features: Full service offering of digital and printed GF resources

Living Well Gluten Free

Service duration: beyond two years of charity suppot at a reduced fee

Criteria: Open to all existing and lapsed members rejoining

Features: Digital services and Crossed Grain magazine

Supporter Member

Activated: Year 1 - ongoing

Criteria: minimum donation or voluntary commitment

Features: Crossed Grain magazine, additional engagement communication preferences





