

ACCREDITATION FOR THE CATERING INDUSTRY

Helping people on a gluten free diet eat out with confidence





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SECTION I - COELIAC DISEASE AND THE GLUTEN FREE DIET

Coeliac disease (pronounced see-liac) is a serious illness where the body's immune system reacts to gluten found in food and attacks the gut. This is known as an autoimmune disease. Dermatitis herpetiformis is the skin manifestation of coeliac disease. There is no cure; this is a lifelong condition for which the only treatment is a strict gluten free diet. Coeliac disease is not an allergy or intolerance. People with coeliac disease aren't faddy eaters – the gluten free diet is their treatment.

If someone with coeliac disease repeatedly eats gluten or their condition goes untreated, they will be damaging their gut and putting themselves at risk of complications including osteoporosis, nutritional deficiencies and even some rare forms of small bowel cancer.

Coeliac disease is common and affects one in 100 people. However only 36% who have the condition have been diagnosed which means there are currently nearly half a million people who have coeliac disease but don't yet know.

Gluten is found in wheat, rye and barley and some people also react to a similar protein found in oats. You can find gluten in obvious sources such as cake, bread, pasta and biscuits, but also in less obvious items such as soy sauce, stock, gravy and sausages. It is very often used as a thickener in sauces but you can make easy adjustments to recipes and find alternatives to wheat.

What happens if someone with coeliac disease accidentally eats gluten?

Coeliac disease is not an allergy and does not cause anaphylactic shock. The response will vary from person to person but usually, being 'glutened' can cause bloating, diarrhoea, vomiting, stomach pains and lethargy which can last several days.



SECTION 2 - THE GLUTEN FREE MARKET

The gluten free market is growing in sophistication. As more people are diagnosed with coeliac disease and dermatitis herpetiformis, demand for quality foods and services is increasing. Working with Coeliac UK will help you understand the needs of the gluten free community and put you in touch with around 50% of the diagnosed population.

Eating away from home is perhaps the biggest challenge facing people with coeliac disease today. Increasingly, in every aspect of life, people eat and drink on the go. Unfortunately, in the

current food service sector, the supply of gluten free foods is not keeping up with the increasing demand.

The UK Free From Market was valued at £1098 million in 2022 and is forecast to grow to £1581 million by 2025.

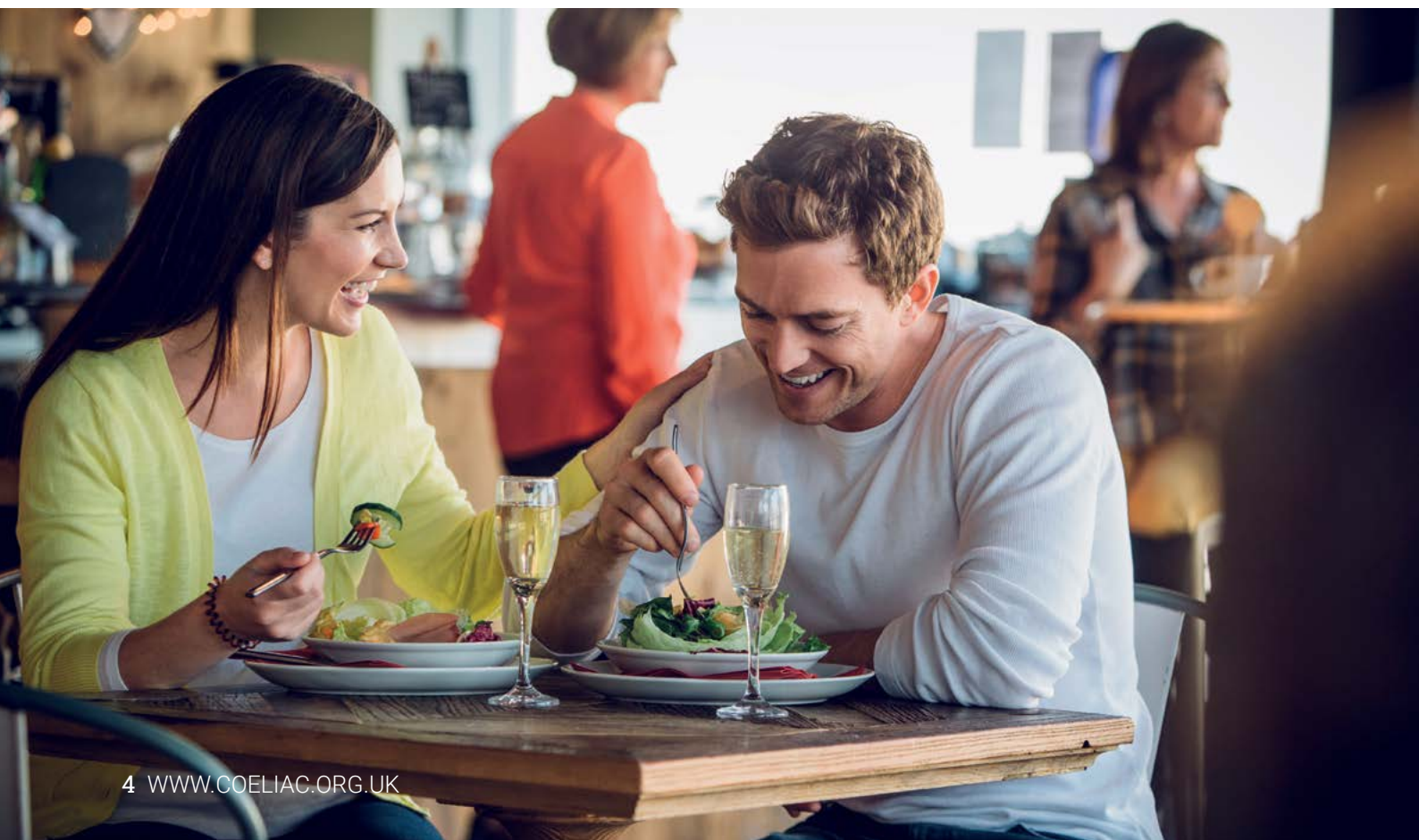
The rapid growth in the sector reflects not only those who are managing their gluten free diet at home, but those who want to eat out too.

Research conducted by Coeliac UK revealed that 86% of members felt their experiences of eating out gluten free had improved or much improved over 3 years ago¹. However, people with coeliac disease don't eat out as often as they would like, but when they do they take two to three people and spend £10 to £20 a head³. 74% said they would eat out every two weeks or more often if they could be sure of a safe gluten free option⁴.

"Fab, fab, fab! I was handed a gluten free menu so I could safely choose anything on it. The staff were very knowledgeable and the food was superb. I can't wait to go again."

Tiggy, Brunning & Price customer

80% of those surveyed told us that eating out gluten free is not easy¹



**77% say they
don't find eating
out gluten free
an enjoyable
experience.¹**



“Prezzo are proud of our Gluten Free accreditation from Coeliac UK. We’re delighted to offer our customers a variety of over 40 gluten free dishes throughout our adult and kids’ menu. Working with Coeliac UK gives our customers the reassurance that all strict standards are adhered to. Our restaurant teams are fully trained and confident in cooking and serving our delicious gluten free dishes. It means more people can experience the joy of Italian dining at Prezzo.”

Hannah Thompson, Marketing Director, Prezzo

We know from experience that our members are willing to go the extra mile for food they can be sure will be safe. 81% of our members would be prepared to travel for 30 minutes or longer to a venue they knew could cater for a gluten free diet.³ Providing gluten free options will not only help you get passing trade but also customers that are willing to go out of their way to eat at your establishment.

Moreover, if you can consistently provide good gluten free options, you will secure a loyal customer base who are likely to eat with you regularly.

“Our gluten free pizza helps to drive incremental sales and offers customers more options for eating with friends and family who may have specific dietary requirements.”

Pizza Hut UK

“Excellent experience at The Real Food Café. The staff were fantastic and talked through how they ensure their food is safe for those with coeliac disease by using a dedicated cooking area, fryer and member of staff. The fish and chips were delicious, what a fantastic business! I wish there were more places like this!”

Chris, The Real Food Café customer

“Since gaining GF accreditation in 2012, we have been delighted with the success of our gluten free menu. Customer feedback has been overwhelmingly positive and business levels have exceeded our expectations – so much so that we have opened our own manufacturing site to make our own gluten free pizza bases.”

Rupi Zani, Head of Quality and Safety, Pizza Express



Being able to trust a venue saying 'gluten free' is an issue raised regularly by our members. 72% said staff knowledge was a key factor in them being a returning customer.¹ Accrediting your venue with the Coeliac UK GF catering symbol will reassure your gluten free customers that your food meets the necessary standards and they can be confident eating at your establishment.

Some organisations and individual chefs are doing great things for people on a gluten free diet by ensuring that they get the same quality of service as other customers. However, there still remains a huge opportunity for this market to grow, much like it has done in the retail Free From sector.

Coeliac UK can help you ensure your business is ready to cater gluten free and help you spread the message to your target market.

“Working with Coeliac UK to achieve their accreditation gave us the benefit of their insight and expertise which we applied to our catering practices to ensure we met their gluten free accreditation. The response from the coeliac community was overwhelming and we have seen an increase in business volumes as well as fantastic feedback.”

Domino's Pizza

We can provide you with all the tools needed to ensure compliance with the law on gluten free and ways in which to promote your business to the growing gluten free market.



Coeliac UK member survey, 2016¹



Four out of five people said the Coeliac UK GF symbol automatically tells them that it's safe to eat at the venue.³

SECTION 3 – THE LAW ON GLUTEN FREE

You may already be labelling your dishes gluten free, or maybe you are working towards this, but you need to have an understanding of the law to make sure you are compliant.

Regulation (EU) No 828/2014 covers the labelling of gluten free food. The law places conditions on the use of the term 'gluten free' and this applies to the catering industry as well as pre-packaged food.

The term covered by the law

Gluten free - applies only to food which has 20 parts per million (ppm) or less of gluten.

In addition to gluten free you may also accompany this with the statements 'suitable for people intolerant to gluten' or 'suitable for coeliacs.' These can only be used alongside the term 'gluten free.'

If you are labelling gluten free, you need to ensure your dishes contain 20 ppm of gluten or less.

The law does not specify how to achieve the standard set out for gluten free. But by working with Coeliac UK, and the advice provided by Trading Standards and the Food Standards Agency, we can help you decide the best approach for your business.

Providing allergen information

Since December 2014, caterers must provide allergen information for all meals served. Read more about labelling requirements and changes to allergen labelling legislation on our website:

www.coeliac.org.uk/glutenfreeandthelaw

Guidance for caterers

Our latest guidance 'Catering gluten free: how to get it right' was produced in collaboration with the Food Standards Agency with food service personnel in mind. This document provides guidance to help you safely prepare gluten free meals, minimising the risk of contamination with gluten at all stages of the food preparation process. Download a free copy from our website:

www.coeliac.org.uk/form/gluten-freeevolution-guidance-form





“You will be in the best position to assess if and how you can use gluten related claims in your business. You can best serve your customers by ensuring these claims are based on good evidence. By working with people such as Trading Standards and Coeliac UK you can help potentially grow your customer base and give people with coeliac disease a better choice when eating out.”

David Pickering, Trading Standards Institute

SECTION 4 - GF ACCREDITATION

The benefits of GF accreditation are:

- Guidance on getting gluten free right
- Navigate the law on gluten free
- Assess your processes to provide gluten free meals
- Peace of mind for your customers with coeliac disease that they can eat safely and rely on your gluten free offering
- Use of GF trademarked symbol on your menus, website and other marketing materials
- Free access to our online training course for key employees
- Announcement of multi-site accreditations as an editorial feature in our Live Well Gluten Free magazine with a readership of over 100,000
- Free announcement of your accreditation and offers in our electronic newsletter which goes out to over 50,000 people
- Inclusion of all your venues in our online Venue Guide with a priority listing and on our Live Well Gluten Free mobile app
- Free listing on our website with links



Criteria for accreditation

- An annual unannounced Coeliac UK audit of an agreed proportion of your venue(s) covering the requirements of the GF Standard.
- Your venue(s) must meet all conditions specified in the GF Standard and sign a declaration to that effect.
- One relevant member of staff must complete our dedicated online Gluten Free Academy course for caterers in the hospitality sector, included as part of the accreditation fee.
- Your venue(s) must annotate all menus with GF symbols as appropriate or have a separate GF menu.



Coeliac UK's GF accreditation window sticker



APPLYING FOR GF ACCREDITATION

Coeliac UK GF accreditation runs for a full calendar year and is renewed annually. We provide onboarding support throughout the application process ensuring you know what stage you have reached.

Accreditation fee

The accreditation fee is calculated based on the total number of sites to hold the accreditation. Please contact the Commercial Team at: catering@coeliac.org.uk or by filling in the online form [here](#) for further information.



With competitive prices for caterers large and small, contact us for a quote today

GLUTEN FREE ACCREDITATION

The rigorous process to ensure brands adhere to best practice for safe gluten free catering



STEP 1

Organisation completes an application form. This includes a kitchen safety checklist



STEP 2

Application reviewed and quote generated



STEP 3

Quote accepted, contract issued and signed



STEP 4

Pre audit review and consultation with the Coeliac UK Food Policy experts



STEP 5

Audit takes place with a Coeliac UK approved audit partner



STEP 6

Audit completed and accreditation certificate issued

The kitchen checklist covers 7 key areas:

- Company processes
- Training & knowledge
- Communication
- Supply chain controls
- Storage
- Preparation & cooking
- Cleaning & hygiene

Hazard analysis and critical control points

Staff training

Communication

Supply chain controls

Goods in & storage

Preparation & cooking

Good hygiene practices

Quality assurance

Management commitment

The audit process

References

1. Coeliac UK Eating Out Survey 2018 (n=5268)
2. Free From Foods UK - Mintel Feb 2021
3. Coeliac UK, Eating Gluten free 2014 (n=5304 members of Coeliac UK)
4. Coeliac UK, Member research 2009

KEEP IN TOUCH

Call us: **01494 796727**

Email us: **catering@coeliac.org.uk**



coeliacuk
live well **gluten free**

Registered office Coeliac UK,
3rd Floor Apollo Centre,
Desborough Road,
High Wycombe,
Bucks HP11 2QW.
Tel: 01494 437278
Fax: 01494 474349

☎ 0333 332 2033
f facebook.com/CoeliacUK
t @Coeliac_UK

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www.coeliac.org.uk