

# GLUTEN FREE ACCREDITATION SCHEME



Coeliac disease is an autoimmune disease, not an allergy or food intolerance. It's where the body's immune system attacks its own tissues when gluten is eaten, causing damage to the lining of the gut. The only treatment is a strict gluten free diet, avoiding foods containing wheat, rye, barley and sometimes oats.

With an estimated 1.3 million people in the UK now on a gluten free diet, the market for gluten free foods is on the increase. Through our Gluten Free Accreditation Scheme, you'll be able to ensure your business is providing safe gluten free food to your customers. Our GF symbol assures gluten free customers that they can trust your procedures and eat safely at your venues.

## Our accreditation assures your customers and your staff by:

- Carrying out a specific check against the Coeliac UK Gluten Free Standard so you know you and your staff are following all the correct procedures to deliver safe gluten free food.\*
- Signposting your business as a safe gluten free venue to our engaged and active community with the use of our recognised and trusted GF trademark.
- Helping to train your kitchen and front-of-house staff so they understand the 'why' behind kitchen processes and can feel confident in the food they are providing.

*\* An audit is required to review all your kitchen processes, including food storage, equipment, preparation and hygiene, communication and food service, supply, training and menu labelling.*



Since gaining the 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.

PIZZA EXPRESS

## BUILDING LOYALTY AND REPEAT BUSINESS

According to a recent Coeliac UK poll, 96% said that their gluten free needs, or a member of their party's, determines where they eat out to ensure a venue will meet their dietary requirements \*

97% said that when they've found a gluten free venue they trust, it becomes a preferred place to visit, indicating the loyalty and repeat business the accreditation can generate \*

*\* Social media polls completed via Coeliac UK's Facebook and Instagram Stories in January 2023 with 1,736 votes*



I use the GF Accreditation Scheme to look at new places to eat. It gives me confidence that the restaurant takes cross contamination seriously. Those with coeliac disease and gluten intolerance also have friends and relatives and they eat where we feel happy eating!

ALISON, COELIAC UK MEMBER

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[www.coeliac.org.uk](http://www.coeliac.org.uk)