

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.

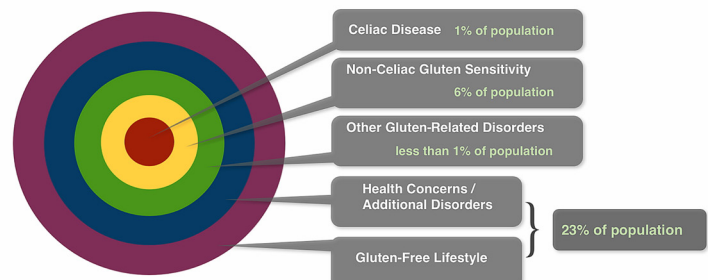
M2: Ingredients: What to avoid and how to replace ingredients.

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.

National Foundation for Celiac Awareness (NFCA)

NFCA is a 501(c)(3) non-profit organization dedicated to increasing diagnoses of gluten-related disorders and improving quality of life for those on a lifelong gluten-free diet.

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

National Foundation for Celiac Awareness

PO Box 544 • Ambler, PA 19002 • 215-325-1306 x 115 • great@CeliacCentral.org

