

The GREAT Kitchens Program:



Gluten-Free Resource Education and Awareness Training



GREAT, Gluten-Free Resource Education and Awareness Training, is a program of the **National Foundation for Celiac Awareness (NFCA)**. The program trains members of the restaurant industry to effectively offer patrons gluten-free options. **GREAT** also enhances and improves the gluten-free business climate by promoting quality, tested, gluten-free products that add value to menus and boost customer loyalty.

Train to be gluten-free.

GREAT is a multidisciplinary program that covers the entire preparation and serving process, teaching the ABCs of:

- Gluten-free awareness
- Supplies and ingredients
- Cross-contamination and prevention
- Protocol applicable to any kitchen or gluten-free meal plan

This 'train the trainer' program is easily accessible online, enabling your establishment to safely serve gluten-free patrons with only a 90-minute investment of time.



GREAT for you.

GREAT Kitchens equips chefs, restaurants and cafeterias with the knowledge and tools to safely provide customers with gluten-free meal options.

- Help with menu development and training
- Comprehensive toolkit including bilingual DVD and training materials, labeling templates for safe storage, and marketing support to attract a new and loyal customer base
- Long-term support from NFCA

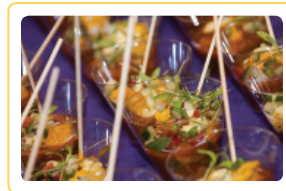
GREAT Dietitians prepares registered dietitians and technicians to help patients manage a gluten-free diet in all aspects of their lives.

- Learn how to find gluten-free food items
- Understand how to properly read ingredient labels and adjust recipes so that they are safe for people on a gluten-free diet
- Get the tools you need to train front-line staff and maintain safe kitchens throughout your operations
- Lead your company through the development and execution of a gluten-free initiative.

Go gluten-free with **GREAT** Kitchens training

Approved training provides an added measure of confidence for both employees and customers. The benefits include:

- Affordable Fees:** Just \$200 per facility, with sliding scale pricing available for chains or multiple kitchens.
- Standardized Curriculum:** ServSafe-based training available online via webinar or onsite.
- Bilingual Training:** Most materials available in both English and Spanish.
- Consulting from Industry Experts:** Available services include ingredient review, menu development, and in-house training.
- Educational Credits:** Ongoing Education Credits with American Dietetic Association (ADA) and American Culinary Federation (ACF).
- GREAT Toolkit:** Certificate, window decal, manual, CD with administrative templates, bilingual DVD and PR tools.
- Ongoing Support:** Year-round educational opportunities and available industry resources.
- Customization:** Program can be customized seamlessly to fit with corporate training programs.



Testimonials:

“With the increase in awareness and diagnosis of Celiac Disease, proper foodservice training is paramount.”

- **Rebekah Spetnagal, MSS, RD, On the Menu**

“I believe that the **GREAT** program should be the industry standard.”

- **Joan Pedlow, RN, RD Nutrition Consultant**

“The materials made my job as a University trainer easier.”

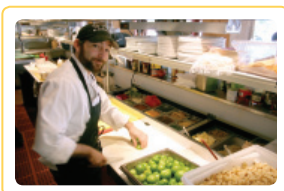
- **Michelle Apple RDL, AVI Corporate Dietitian**

“Our team needed procedures, tools and knowledge of how to prevent cross-contamination. The NFCA helped guide us through this process.”

- **Brandi Babb, Director of Training, Zpizza**

Fast facts:

- 15-25% of consumers report looking for gluten-free products (U.S. News & World Report).
- The National Restaurant Association named gluten-free one of the Top 10 industry trends for 2010.
- Packaged Facts research predicts gluten-free sales will reach \$2.6 billion by 2012.



For more information or to register online:

www.CeliacCentral.org

National Foundation for Celiac Awareness

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NFCA is a 501(c)(3) non-profit organization dedicated to raising awareness of celiac disease and providing resources for those on a gluten-free diet.