

The GREAT Business Association:

A Gluten-Free Initiative of the
National Foundation for Celiac Awareness



The **GREAT Business Association** for gluten-free businesses, established by the National Foundation for Celiac Awareness (NFCA), enhances and improves the gluten-free business climate by promoting quality, tested, gluten-free products and providing a positive brand image that will redefine the industry. **We envision a world where gluten-free food is accessible, affordable, tasty, safe and understood.**

The **GREAT Business Association** works to standardize and equip the entire food sector to offer safe, delicious gluten-free options, including: manufacturers, vendors, retailers and both individual and multi-unit food service establishments.

Invest in the gluten-free consumer.

GREAT Business Association membership has been proven to assist businesses in gluten-free product development, execution, and marketing - helping them gain critically important consumer trust and loyalty. Leveraging that trust can improve your bottom line.

Fast facts:

- 15-25% of consumers report looking for gluten-free products (U.S. News & World Report).
- The National Restaurant Association's annual "What's Hot" Top 20 Trends for 2011 ranks gluten-free 8th among the top food industry developments for the coming year.
- Packaged Facts research predicts gluten-free sales will reach more than \$5 billion by 2015.
- NFCA reach extends to over 80,000 households looking for guidance and expertise in making purchasing decisions.



GREAT Business Association membership benefits include:

- ❑ **Branding:** Enhance your brand with NFCA, a recognized leader with a trusted logo and proven consumer and industry outreach.
- ❑ **Exposure:** Membership includes brand presence on CeliacCentral.org and discounts on additional advertising with NFCA. National press requests are also directed to Association members resulting in interview opportunities and product placement.
- ❑ **Gluten-Free Yellow Pages:** List your business on our searchable online database, accessed by industry professionals and gluten-free consumers alike.
- ❑ **Training:** NFCA's customized **GREAT** training program and continuing educational opportunities available on site or online.
- ❑ **Consulting Services:** Discounts on **GREAT** experts, third-party consulting, on-site inspection, HACCP development, testing, research and development, sensory panels and dietitian reviews.
- ❑ **Networking Opportunities:** Small business support from NFCA's network of industry contacts and allied businesses.
- ❑ **Resources:** Access exclusive materials for employee training, professional development, product testing and marketing.

GREAT Business Association members lead the industry in product quality and safety. Join the GREAT Association today, and let NFCA help you access the gluten-free market and improve your bottom line.



Annual Membership Dues for Manufacturers:

Company Size (annual sales).....	GREAT Dues (per year)
New companies (1st or 2nd year of business)	\$250
Up to \$5 million	\$500
\$5 - \$10 million	\$1,000
\$10 - \$20 million	\$1,500
\$20 - \$50 million	\$3,000
\$50 - \$100 million	\$6,000
Over \$100 million	\$7,500

Additional Categories:

Food Industry Associations.....	\$500
Bakeries (selling from storefront).....	\$200
Bakeries (selling from outside locations)....	see manufacturer scale
Schools and Camps.....	\$100 per kitchen

Base price for multi-unit restaurant groups and large foodservice companies falls on sliding scale. Customization of training programs and membership benefits may add additional costs.



For more information or to register online:

www.CeliacCentral.org

National Foundation for Celiac Awareness

P.O. Box 544 ❑ Ambler, PA 19002 ❑ (215) 325-1306 x105 ❑ great@CeliacCentral.org



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

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