

# The Gluten-Free Marketplace

gluten-free resource education and awareness training



The gluten-free diet has quickly become one of *the fastest growing nutritional movements in America*. Nearly 21 million people have celiac disease or some form of sensitivity to gluten, a protein found in all foods and products containing wheat, barley, and rye.



## Fast Facts

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1. Celiac Disease affects as many as three million people in the United States. The only treatment for celiac disease is a lifelong gluten-free diet.
2. 15-25% of U.S. consumers report looking for gluten-free products. (US News & World Report, 2009)
3. The National Restaurant Association's annual "What's Hot" Top 20 Trends for 2012 ranks gluten-free 7<sup>th</sup> among the top food industry developments for the coming year.
4. According to Technomic food service industry facts and insights, gluten-free menu items grew 61% between 2010-2011, reflecting greater consumer demand.
5. According to Packaged Facts, this segment of the U.S. retail marketplace enjoyed an average growth rate of 30% over the 2006-2010 period.
6. According to SPINS market research, gluten-free product sales exceeded \$6.2 billion in 2011.

## Considering a gluten-free initiative?

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*Approved training provides an added measure of confidence for both consumers and employees!*

GREAT, Gluten-Free Resource Education and Awareness Training, from the National Foundation for Celiac Awareness (NFCA), trains members of the restaurant industry to effectively offer patrons safe 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.

Learn more about the benefits of GREAT training and go gluten-free with NFCA today!

For information visit:

[www.CeliacLearning.com](http://www.CeliacLearning.com)