



Gluten free doesn't
have to be complicated

Keep it simple with our guide



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UFS helps chefs all over the world serve tasty, nutritious meals that keep guests coming back for more.

It creates ingredients that save precious prep time in the kitchen, without compromising on flavour or flair. This constantly provides ideas and inspiration that keep your menu fresh and exciting.

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Coeliacs tell everyone when they find great food Offer delicious gluten-free dishes

Last year UK sales of gluten-free products reached £184m¹ and this demand looks set to continue, with the Food Standards Agency predicting growth of 15% year-on-year.²

While many choose to follow a gluten-free diet, for those with coeliac disease it's not a lifestyle choice, it is the only way to manage a serious medical condition. According to Coeliac UK, the national charity for people with coeliac disease, 1 in every 100 people in the UK suffers from coeliac disease.

While most of you (72%) now have gluten-free dishes on your menu, constantly finding new inspiration can be a challenge. In fact, nearly half of you told us there wasn't enough inspiration for gluten-free dishes and 65% said you'd like to offer more gluten-free dishes.³

We've put together this guide with the help of top chef and gluten-free expert, Phil Vickery. Read on for inspiration and tips to help you create simple, tasty dishes for all to enjoy.

This guide is packed full of:

- Advice on cost effectively producing tasty gluten-free food
- Insight and ideas
- Tips for making gluten-free even easier
- Great tasting gluten-free recipe ideas

Did you know?

Caterers miss out on approximately £100 million worth of business from gluten-free diners and their friends every year⁴

Think about it:

Often the choice of where to eat is made by the person with coeliac disease

If they lunch with 3 people & spend an average of £7 per cover⁵, that's **£21 you're missing out on** every time

How are other caterers coping?³

Our research shows:

- 45% are regularly asked about allergens
- 48% have not had any formal gluten-free training
- 60% are considering offering more gluten-free dishes
- BUT 43% think there is not enough recipe inspiration



Catering for GLUTEN-FREE

Coeliac disease is a common condition where a person has an adverse reaction to gluten



Coeliac disease affects **1 in 100** people in the UK and Ireland

Must have **GLUTEN-FREE** diet

Menus must be clearly marked

300% increase in gluten-free items in restaurants since 2011¹

BUT **28%** of operators don't offer gluten-free menu items

50% of coeliacs have given up trying to eat out²

WHY CHEFS DON'T OFFER MORE GLUTEN-FREE CHOICES:

- ↓ Lack of demand
- £ Cost
- 📖 Lack of gluten-free recipes
- ⚠️ Risk of cross contamination
- 😬 Fear of getting it wrong

?? **9%** don't know how to prepare gluten-free dishes

Nearly **50%** haven't had any formal gluten-free training

43% said not enough inspiration for gluten-free dishes

BUT **60% ARE OPEN TO OFFERING MORE**

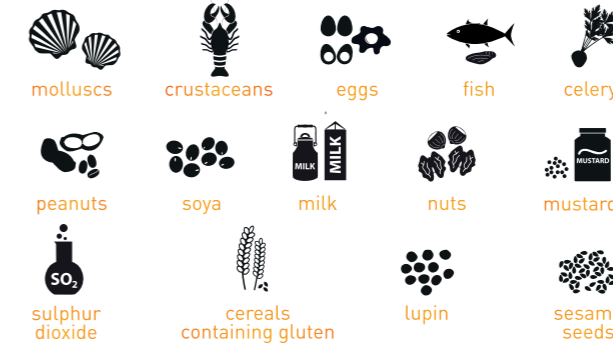
Chefs want to see more gluten-free:



Coping with ALLERGENS

13 DECEMBER 2014 NEW LEGISLATION³

CATERERS MUST PROVIDE INFORMATION ON 14 ALLERGENS



FAILURE TO COMPLY IS A CRIMINAL OFFENCE



2 million in the UK have a food allergy

75% of diners still fear cross-contamination in the kitchen⁴

67% of people with an allergy eat out less due to lack of choice⁵

Legislation had big impact on **47%** of kitchens. Only **2%** had no issues.

BIGGEST CHALLENGES FACED:

- ✍️ Training
- 🌐 Sourcing new products
- £ Cost of changing menu
- 🕒 Time

Nearly **50%** of operators are regularly asked about allergens by customers

85% provide information in writing on their menus

BUT **23%** still don't know full implications of not complying

OVER **1/2** feel well-supported by the industry⁵

Food Standards Agency and suppliers most valuable source of information

¹ You Gov Survey, 'Understanding food allergies and intolerances - the consumer viewpoint' (2014)

² 3663 'Gluten-Free Made Simple' (2015)

³ EU Regulation 1169/2011 Food Information to Consumers

⁴ Cambridge Market Research (May 2015)

⁵ According to survey by the Free From Food Show (2014)

What is coeliac disease?

Coeliac disease is a serious lifelong autoimmune disease caused by intolerance to the protein gluten.

When someone with coeliac disease eats gluten their immune system reacts by damaging the lining of the small intestine, normal digestion and absorption of food.

What are the symptoms?

Coeliac disease symptoms range from mild to severe and vary from person to person. Common symptoms include frequent bouts of diarrhoea, stomach pain and cramping, ongoing fatigue, regular mouth ulcers, lots of gas and bloating, and unexplained anaemia.

Is there a cure?

There is no cure for coeliac disease. The only treatment is lifelong adherence to a strict gluten-free diet.

What is gluten?

Gluten is a protein naturally found in wheat, rye and barley. Obvious sources of gluten include breads, pasta, baked beans and gravy.

Is coeliac disease a food allergy?

Coeliac disease is not an allergy or simple food intolerance. It is an autoimmune disease that damages the lining of the small intestine, preventing the absorption of important nutrients.

Food allergies usually occur within seconds or minutes of eating the food in question. Tiny amounts can cause potentially life-threatening allergic reactions.

Food intolerance is not triggered by the immune system and is generally not life threatening. It may affect digestion and common symptoms include digestive discomfort, diarrhoea and bloating.

For more information on coeliac disease and dermatitis herpetiformis, visit www.coeliac.org.uk

Did you know?

- 1 in 100 people in the UK has coeliac disease but only 24% of these are clinically diagnosed
- There are 500,000 people in the UK living with undiagnosed coeliac disease without realising it
- If a family member has coeliac disease, there is a 1 in 10 chance of a close relative developing the disease
- Coeliac UK, the national charity for people with coeliac disease and dermatitis herpetiformis, has around 1,200 new members join every month
- Some people with coeliac disease are also sensitive to gluten-free oats
- The average time taken for diagnosis from the onset of symptoms is 13 years
- People clinically diagnosed with coeliac disease can get staple gluten-free food on prescription

Gluten-free demystified

Is your food really gluten-free?

It's important to properly communicate when food contains gluten. But when there are lots of different ways to describe the gluten content of the food you sell, how do you know what's really gluten-free? This guide will help you understand which products you can and can't use in your gluten-free dishes.

WHAT DO THE LABELS MEAN?

According to the European Union definition:

'gluten-free' is

<21 ppm (parts per million)



These contain extremely **LOW** levels of **gluten**

'low gluten' is

<21-100 ppm (parts per million)



These are **NOT** gluten-free

WATCH OUT!

Some products are labelled:

'NON GLUTEN CONTAINING INGREDIENTS'

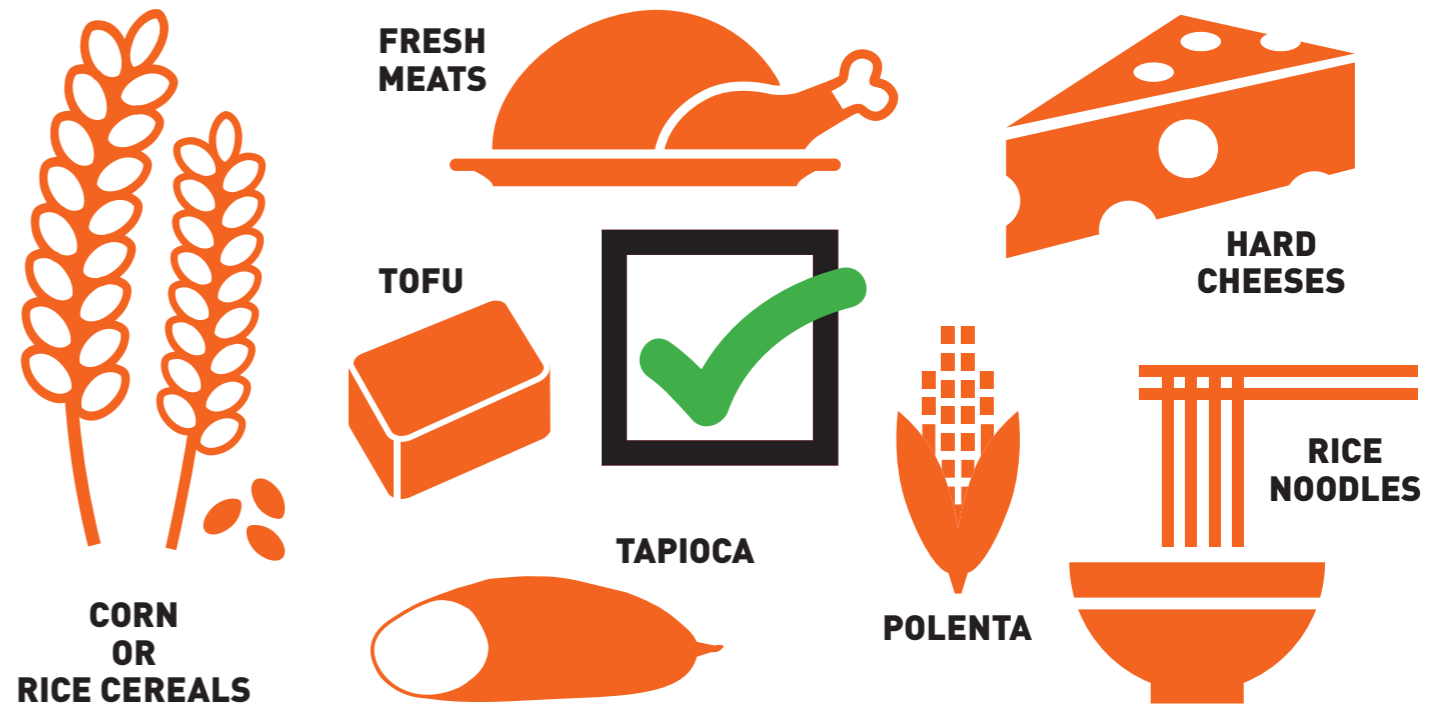
These are made with ingredients that do not naturally contain gluten



BUT have not been made on a gluten-free production line

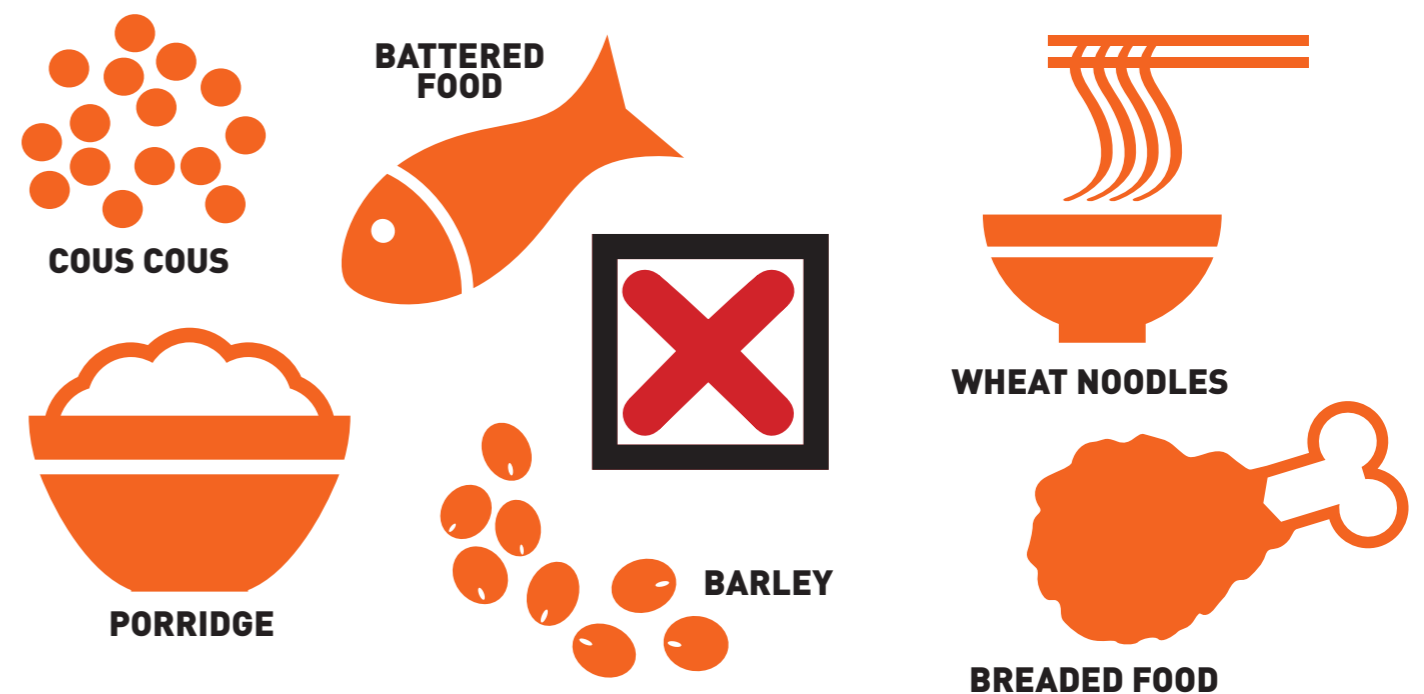
'Naturally gluten-free' foods:

These are made with ingredients that do not naturally contain gluten



Contain gluten:

Watch out for these foods





Cross contamination checklist

Stay safe in the kitchen

Unwanted gluten can have serious implications for both coeliacs and operators, potentially resulting in fines and severe illness.

You'll be surprised how easily cross contamination can happen.

Follow these simple steps to avoid it:

Storage

Storing food properly prevents gluten contamination at the start of the process.

- Separate gluten-free ingredients
- Store all products in original packets
- Label gluten-free items
- Store gluten-free products above other goods or in dedicated areas
- Reserve containers for gluten-free food

Preparation

Good procedures are essential when preparing gluten free dishes.

- Clean hands, utensils and tools
- Separate utensils – colour code if possible
- Use toaster bags or a separate toaster for gluten-free
- Always clean grooves in equipment
- Keep ventilation systems in good order

Cooking

It's also vital not to introduce gluten ingredients when cooking food.

- Don't cook near non gluten-free food
- Always use clean oil and fresh boiling water
- Make sure you use non-gluten flour to dust tins
- Use coloured aprons to remind staff not to do other tasks
- Make sure ingredients haven't been used by someone using flour

Serving

Good controls throughout preparation mean your team can serve food confidently.

- Use a coding system to make gluten-free items easy to find on your menu
- Use fresh condiment pots to avoid crumb contamination
- Make sure staff can confidently advise customers



Easy gluten-free switches

Some firm menu favourites may contain gluten. Read on for some great ideas for simple switches you can make to create great tasting dishes that are suitable for everyone.

1. Sandwiches

Switching from your usual bread creates variation for everyone. Try collard green leaves as a wrap

2. Pasta

Gluten-free pasta is a simple solution, or you can use vegetable ribbons instead

3. Burgers

Replace wheat flour or breadcrumbs with corn flour in the burger mix

4. Pizza

Use a corn tortilla wrap as a crispy base

5. Indian food













Chickpea flour or yoghurt can be used to thicken sauces, rather than wheat flour

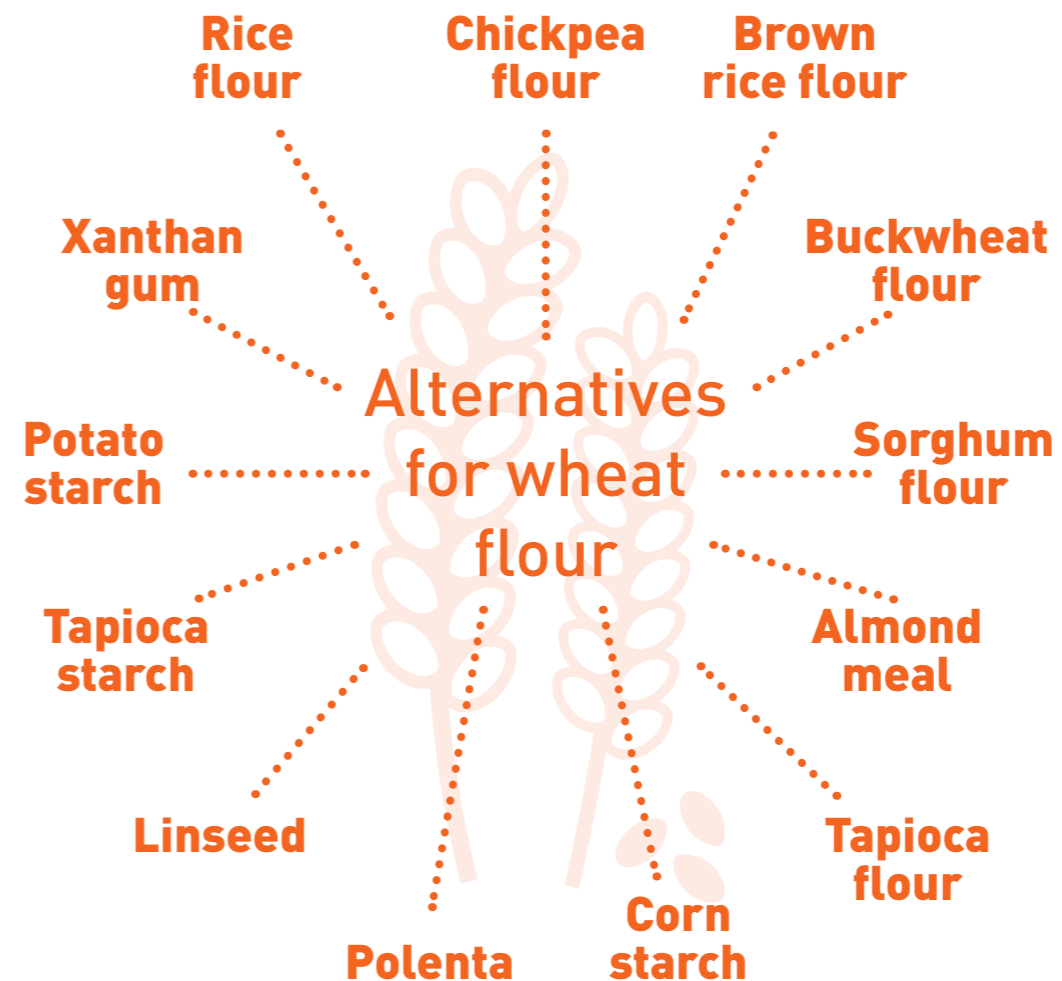
Simple switches

Make your dishes gluten-free by simply substituting these ingredients:

OUT

IN

Breadcrumbs		→	Polenta crumbs or ground cornflakes	
Couscous		→	Quinoa	
Wheat tortillas		→	Gluten-free corn tortillas	
Pasta		→	Rice	
Egg noodles		→	Vegetable ribbons	
Soy sauce		→	Tamari soy sauce	

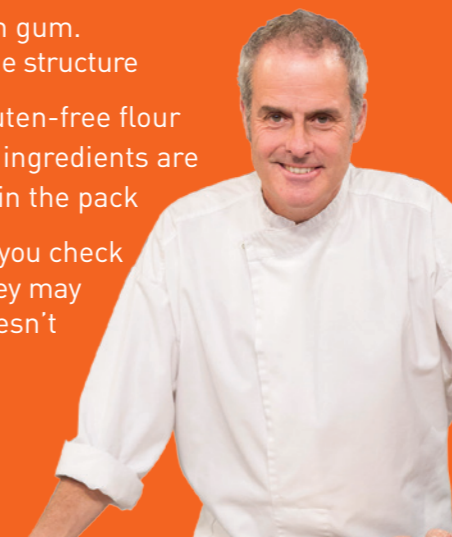


You can't just substitute wheat flour for other flours.

Gluten-free flour has different characteristics and needs to be used in a different way. See Phil Vickery's top tips below for using the right flour at the right time.

Phil Vickery's top tips:

- 1. For breads** – use a mix of sorghum flour, potato flour, tapioca flour and cornflour to create bread that is moist, airy and has a silky texture
- 2. For cakes and bakes** – add xanthan gum. It will help the dough stretch and set the structure
- 3. Mix your flour** – give pre-made gluten-free flour mixes a good stir before using. Some ingredients are heavier than others so may separate in the pack
- 4. Check your products** – make sure you check the labels of any products you use. They may have gluten-free ingredients, but it doesn't mean they've been processed on a gluten-free site



Some of our gluten-free range



KNORR Gravy Granules 25L

Gluten-free, vegetarian and meets Department of Health UK 2012 salt targets for sauces



KNORR Vegetable Paste Bouillon

The UK's No.1 stock*, used by chefs for decades. Perfect for creating full flavoured bases, soups, sauces, pies & stews or as an alternative to salt

*Source: Restaurant Magazine/Big Hospitality survey, Oct/Nov2014, n=928



STORK 2kg

Use it straight from the fridge for quick and delicious all-in-one cakes, or to whip up some icing



KNORR Professional Jelly Bouillon

Scratch like jelly format that dissolves easily. Simmered for a richer taste, designed for creating the perfect base

KNORR Create More Tomato & Basil

Knorr concentrated sauce goes twice as far. Use hot or cold to create sauces, soups and marinades



MEADOWLAND Professional 250g

Chefs who like butter love Meadowland. 72% of chefs thought Meadowland performed the same as butter**



**Source: Kadence International Meadowland Professional 250g Product Test March 2013 n= 99 UK chefs were asked to blind taste test hot dishes made with Meadowland Professional 250g and the same dishes made with a leading brand of butter (based on Nielsen Grocery Value Sales 52 w/e 03 Jan 15). 68% of chefs rated the buttery taste of Meadowland Professional 250g as just right vs 64% of chefs who rated the buttery taste of butter as just right.

KNORR Professional Paste

A perfectly blended professional paste guaranteeing an authentic flavour every time



KNORR Create More Tikka Masala

A tikka masala sauce, combining tomatoes, cream and yogurt with a blend of spices to create an authentic tasting dish



For more gluten free recipes
visit knorrglutenfree.co.uk

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