

## STATS

- **200** million restaurant visits in the past year included a gluten free order.
- Gluten free mentions on restaurant menus increased **275%** from 2009-2012.
- Restaurants that added gluten free options experienced an **8%** lift in sales.
- Nobody dines alone and gluten-free diners pick the restaurant, often joined by **2-5** other guests.
- A major food distributor reported a **200%** increase in demand for gluten free food service offerings.
- Denver ranks **6** on the list of cities with the highest percentage of orders for gluten free menu items.
- There are an estimated **40** million gluten free customers for varying health and choice reasons.



## WHAT IS GLUTEN?

Gluten is found in wheat, barley, rye and other grains. Any derivative products made from those ingredients will also contain gluten.

## COMMON SOURCES OF CROSS CONTAMINATION

- Shared Toasters & Fryers
- Grill Grates
- Shared Pots & Pans
- Shared Utensils & Serviceware
- Unwashed Surfaces
- Sanitizer Buckets
- Flour In The Air
- Double Dipping
- Crumbs



*Celiac disease is 4X more common than it was 50 years ago.*

## COMMON GLUTEN SOURCES

- Soy Sauce
- Pre-made Dressings, Mixes, Sauces, & Marinades
- Breading & Bread Crumbs
- Flour
- Malt Vinegar

*Find answers to this quiz on our website at [www.cheatinwheat.com](http://www.cheatinwheat.com).*



*30% of adults are interested in avoiding or cutting down on gluten in their diets.*

## GLUTEN IN THE BAR

- Bloody Mary mixers can contain malt, soy sauce or hydrolyzed wheat protein, which aren't safe on a gluten free diet.
- Avoid beer unless it is specifically brewed to be gluten free.
- Rum, tequila, and grape/potato vodka are gluten free.
- Grain based vodka, whiskey and bourbon are not universally accepted as gluten free.\*
- Wine is gluten free.
- Most ciders are gluten free.



## QUIZ

1. Which of these grains contain gluten?  
[A] Barley [B] Spelt  
[C] Semolina [D] Buckwheat
2. What is the difference between gluten free and wheat free?
3. Are oats gluten free?
4. Which of these are gluten free?  
[A] Potatoes [B] Rice  
[C] Corn [D] All

*\* Most groups, including Gluten Intolerance Group and Celiac Disease Foundation, list distilled grain spirits as safe for people with celiac disease. However, the Celiac Sprue Association still lists distilled spirits as questionable. Theoretically, distillation should remove all the gluten. However, some makers add back a little of the grain "mash" (which does contain gluten) following distillation to improve color and flavor, and there's always the possibility of cross contamination from gluten grains in the manufacturing facility. In addition, caramel coloring may be added to the spirit which could introduce gluten after the distilling process.*

## TOP TIPS TO GETTING STARTED

- Do an evaluation to identify naturally gluten free foods on your current menu.
- Start Small. Customers would rather have fewer selections done safely with thought to the ingredients as well as the process.
- Source common gluten free substitutes for use in every dish to make more items gluten-free.
- Undergo an evaluation by a certifying organization to identify operational challenges.
- If possible, select and isolate dedicated kitchen space and equipment for your gluten free foods.
- Train your staff - often.
- Inform your customers about the program you have in place.
- *Take advantage of our gluten free expertise - call us today!*



# Cheatin' Wheat

Flavor Full. Gluten Free.

Sources: Packaged Facts, U.S. News and World Reports, The NPD Group, Datamonitor Group, US Foods, National Foundation for Celiac Awareness, National Restaurant Association

## A LITTLE ABOUT LEXIE JUSTICE

### *Cheatin' Wheat Co-Owner*

- I love to teach and can't help myself from instructing – it made me aware that recipes and timers are less important than technique, purpose, confidence and enthusiasm.
- My mantra – Butter, Bacon and Bubbles (my affectionate term for Champagne).
- I love to feed people.
- I trained in Europe to complete a course of study in the food of Provence with Monsieur René Berard, La Cadière d'Azur, France and Completion of Corso di Enogastronomia Italiana, Italian Culinary Institute for Foreigners, Castello di Costigliole d'Asti, Italy.
- I have had the pleasure of working with Certified Master Chef Ed Janos at Cook's Fresh Market; Executive Chef Adam Mali at Restaurant Kody; Executive Chef John Broening at Brasserie Rouge; and Steve DeVries, artisan bean to bar chocolate maker.

# Cheatin' Wheat

**Flavor Full. Gluten Free.**

*Alexander Justice*



*Kathy Stinson*



## A BIT ABOUT KATHY STINSON

### *Cheatin' Wheat Co-Owner*

- I refuse to be defined by the label gluten free.
- I love numbers and spreadsheets and anything that has to do with numbers and spreadsheets.
- I love to talk to people. And I do it quite well with great velocity.
- I am natural at customer service and sales.
- I have a Masters in Physical Therapy and practiced over 20 years.
- I switched from health services to business during the dotcom boom.
- I managed technical teams of 14 or more people for both MSHOW and GS2, gaining much needed experience operating in deadline driven work environments.

**Take advantage of our Gluten Free expertise – call us at 303-868-4860  
and visit our website at [www.cheatinwheat.com](http://www.cheatinwheat.com)**

***View our informative video about adding Gluten Free to your menu at [www.cheatinwheat.com](http://www.cheatinwheat.com)***