



# Leo's Gluten Free Pasta

## Why Buy Leo's Gluten Free Pasta?

- Authentic wholesome taste of old world Italian cooking
- Gluten Free • Wheat Free • Peanut Free • Tree Nut Free • Corn Free
- Seven pastas are also free from milk, dairy and casein: fettuccine, rotini, spaghetti, penne, cavatelli, lasagna sheets and potato gnocchi
- Produced in a dedicated gluten free facility with NO wheat, rye or barley present on premises
- Verified gluten free using batch testing
- Products are certified gluten free by the Gluten Free Certification Organization
- Top quality pasta perfected after 2-plus years of research, trial & error and taste testing
- Safe for individuals managing specific food allergies, non-celiac gluten sensitivity, gluten / wheat free lifestyles and celiac disease (a genetic auto-immune condition requiring a 100% gluten free diet)



## Exploding Gluten and Wheat Free Market

Due to the increasing preference for gluten free diets, expanding public awareness, advancements in diagnosis and availability of better tasting products, the U.S. is experiencing dramatic growth as evidenced by:

- 18% of U.S. adults (or almost 1 in 5 of Americans) are consuming or buying food products identified as gluten free in 2012<sup>1</sup>
- U.S. sales of gluten free foods and beverages estimated to increase from \$4.2 billion in 2012 to over \$6.6 billion by 2017<sup>2</sup>
- 62% of restaurants and food service providers consider gluten free customers as a profitable market<sup>3</sup>

## Driving Customer Loyalty and Revenues with Gluten Free Pasta

When dining out, gluten free customers are most concerned about meal safety, the knowledge of restaurant personnel and the possibility of negative food reactions.

However, once gluten free customers feel safe and satisfied with their eating experience, they return 92% of the time to the same establishment, reflecting an extremely loyal and repeat customer base.<sup>3</sup>

Gluten free consumers also indicate that<sup>3</sup>:

- 90% rank product taste as their #1 priority
- 73% consider eating in restaurants as one of the top quality of life impacts



Since gluten free customers are very loyal once they feel safe, there is NO room for mistakes in the kitchen. Research shows that anyone with celiac disease will have a reaction to the ingestion of gluten with as little as 10 – 100 mg per day which is the equivalent of 1/8 to 1/64 of a teaspoon of flour.<sup>4</sup>

### Sources:

1) Packaged Facts – 2012 U.S. Consumer Survey

2) Packaged Facts – Gluten-Free Foods and Beverages in the U.S. Report, 4th Edition

3) GlutenFree Passport – Global Perspectives of Consumers, Hospitality and Food Service Report

4) University of Chicago Celiac Disease Center – 2013 Jump Start Your Gluten Free Diet ebook

*Educational content developed by GlutenFree Passport, a global health consulting firm specializing in innovative client solutions for the hospitality, food service and manufacturing industries. Creators of the multi-award winning Let's Eat Out series of mobile apps, ebooks and books trusted by customers in 60-plus countries. Visit [www.GlutenFreePassport.com](http://www.GlutenFreePassport.com) for more information.*



# Leo's Gluten Free Pasta Restaurant Recommendations

## Cooking Safe Dishes with Leo's Gluten Free Pasta

Since Leo's Pasta is 100% gluten free as an ingredient, kitchen staff also needs to ensure that pasta sauces and the rest of the meal is gluten free as well. The following are 4 key areas of additional consideration when cooking gluten free Italian dishes.

### 1. Ensure Gluten Free Italian Pasta Sauces

Always be sure the pasta sauce is NOT thickened with wheat flour and/or NOT made from a roux which contains wheat flour and butter. Below is a list of Italian sauces that are typically gluten free:

- **Alfredo:** butter, cream and Parmesan cheese
- **Bolognese:** pancetta, ground meat, tomatoes, onions and garlic
- **Carbonara:** butter, eggs, pancetta, pecorino & Parmesan cheese
- **Marinara:** basil, garlic, olive oil, onions, oregano, tomatoes and possibly Parmesan cheese and anchovies
- **Pesto:** garlic, olive oil, basil, pine nuts, Parmesan cheese and possibly cashews
- **Piccata:** lemon, capers, white wine and butter
- **Pomodoro:** tomatoes and herbs



NOTE: Two common Italian sauces that typically CONTAIN bread crumbs and wheat flour include:

- **Agliata:** garlic, bread crumbs, olive oil and vinegar
- **Pesto Ericino:** almonds, basil, bread crumbs, garlic, olive oil and tomatoes

### 2. NO Wheat Flour Dusting for Meats and Fish

Typically, most Italian restaurants prefer to flour dust chicken, veal and fish prior to pan frying which allows a sauce to be evenly distributed. Ensure no wheat flour dusting for any gluten free meal.

### 3. NO Battering and Breading in Gluten Free Dishes

Wheat flour is typically used for battering and breading in Italian cuisine. Bread crumbs are also regularly used as an ingredient in appetizers, soups and entrées. When preparing gluten free meals, ensure NO battering, breading or bread crumbs made from wheat flour are utilized as ingredients.

### 4. Ensure Gluten Free Stocks and Broths

Stocks and broths are typically used in sauces and soups, as well as in marinades for meats and vegetables. Ensure all are made fresh or from gluten free mixes and not from packaged bouillon, which may contain gluten and wheat.

Standard processes and protocols for addressing special dietary needs need to be understood by all personnel in the front and back of the house. This education will produce consistent gluten free dining experiences for each and every customer, resulting in repeat customers and increased revenues.

## Avoiding Cross-Contact

To avoid cross-contact when preparing Leo's Gluten Free Pasta, your restaurant needs to:

1. Use dedicated gluten free pots for boiling water
2. Use dedicated gluten free sauté pans with clean oil to finish pasta dish preparation
3. Wash all surfaces and kitchen items that may come in contact with gluten-containing foods in hot, soapy water including: utensils, strainers, cutting boards, plates, pots & pans.

This will ensure that no microbes or food particles are transferred from one food to another. Following these procedures will ensure safe dining experiences for your gluten free customers.

## Serving Gluten Free Customers

Knowledge and understanding coupled with clear table-side communications are critical when serving gluten free customers. Appropriate training and procedures for handling gluten free diets need to be in place in order to serve safe and enjoyable gluten free meals. For the front of the house staff, we recommend that the following 10 key steps be implemented:

1. Educate staff about gluten and other special dietary concerns
2. Identify gluten free ingredients including Leo's Gluten Free Pasta and preparation techniques that can be potentially modified to accommodate gluten free diets
3. Ask restaurant customers if there are any gluten free or other special dietary requirements that you need be aware of during food preparation
4. Inform customers about Leo's Gluten Free Pasta and other gluten free menu offerings and provide ingredient labels as requested
5. Ask if regular bread is desired for the table and/or offer gluten free bread if available
6. Ensure accurate gluten free meal requirements and place order
7. Facilitate and confirm correct understanding of gluten free order with the kitchen staff (refer to Leo's Gluten Free Pasta Food Preparation for more details)
8. Deliver meal to customer and confirm gluten free preparation
9. Follow-up with customers about gluten free meal for safe positive dining experiences



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