

# DS Gluten Free



- **Range:**
  - Bread: white loaf, brown wholegrain loaf, white ciabatta rolls, brown ciabatta rolls, half baguette
  - Pasta: penne, spaghetti. Cooks and holds as well as standard pasta
  - Choc Chip Cookies (portion pack) - a delicious cookie in a convenient 3 pack
- **The Gluten Free Opportunity**
  - Gluten free is a business opportunity for caterers: coeliacs are very active in internet forums, looking for places which sell gluten free food. They also avoid eating out if they are unsure of gluten free availability
  - Coeliacs will bring their family and friends to places where gluten free is available
- **Why are Gluten Free products more expensive?**
  - Raw materials are more expensive and more complex
  - Costly production processes to ensure gluten free
  - Ongoing research and development to ensure product quality
- **What Can Restaurants Claim?**
  - Unless a gluten free kitchen, claim should be 'prepared using gluten free ingredients'
  - If a gluten free establishment, it may be possible to claim gluten free, but must be able to prove by testing only 20ppm gluten
- **Why do People Want Gluten Free Products?**
  - Coeliacs have intolerance to gluten which causes inflammation of the small intestine.
  - People with gluten sensitivity also need to follow a gluten free diet
- **How can DS Gluten Free Help Sales?**
  - Dr Schar has a database of 175000 coeliacs and will highlight establishments where DS Gluten Free is available.
  - All Dr Schar gluten free and wheat free products are designed to be as close to their mainstream equivalent as possible. You can be sure that product quality is very high
  - DS Gluten Free: Dr Schar is the largest manufacturer in Europe of gluten free products, with over 30 years experience in the production and marketing of gluten free products – guaranteed gluten free
  - As a company which only manufactures gluten free products, Dr Schar can offer a range of support: recipe development, product training and handling/preparation guidelines.