



The Coeliac New Zealand

Dining Out Programme

Gluten free accreditation for the catering industry



What is the Coeliac New Zealand *Dining Out Programme?*

The Dining Out Programme (DOP) is a training and gluten free accreditation programme for the hospitality and catering industry to ensure gluten free food is produced and served safely for coeliac diners.

Many New Zealand food businesses now offer gluten free (GF) options, but research by Coeliac New Zealand (CNZ) has found that huge differences in GF practice within the hospitality industry has resulted in coeliac consumers not being able to trust a GF label alone.

The DOP provides education, training and support for the catering industry on GF best practice and an extra level of assurance for the GF customer that the business is endorsed by CNZ and has passed an independent audit.

The DOP provides people with coeliac disease and those that follow a gluten free diet a list of restaurants, cafes, takeaways and venues around the country that provide food that is safe for them.

Being an accredited DOP business provides reassurance to a huge market of gluten free consumers that the venue has made an investment in providing safe gluten free food and that their condition is taken seriously.

The DOP is based on the UK accreditation programme, which has over 6000 venues nationwide. Similar successful programmes also exist in Italy, Canada and Spain. These programmes are internationally recognised



DINING OUT PROGRAMME

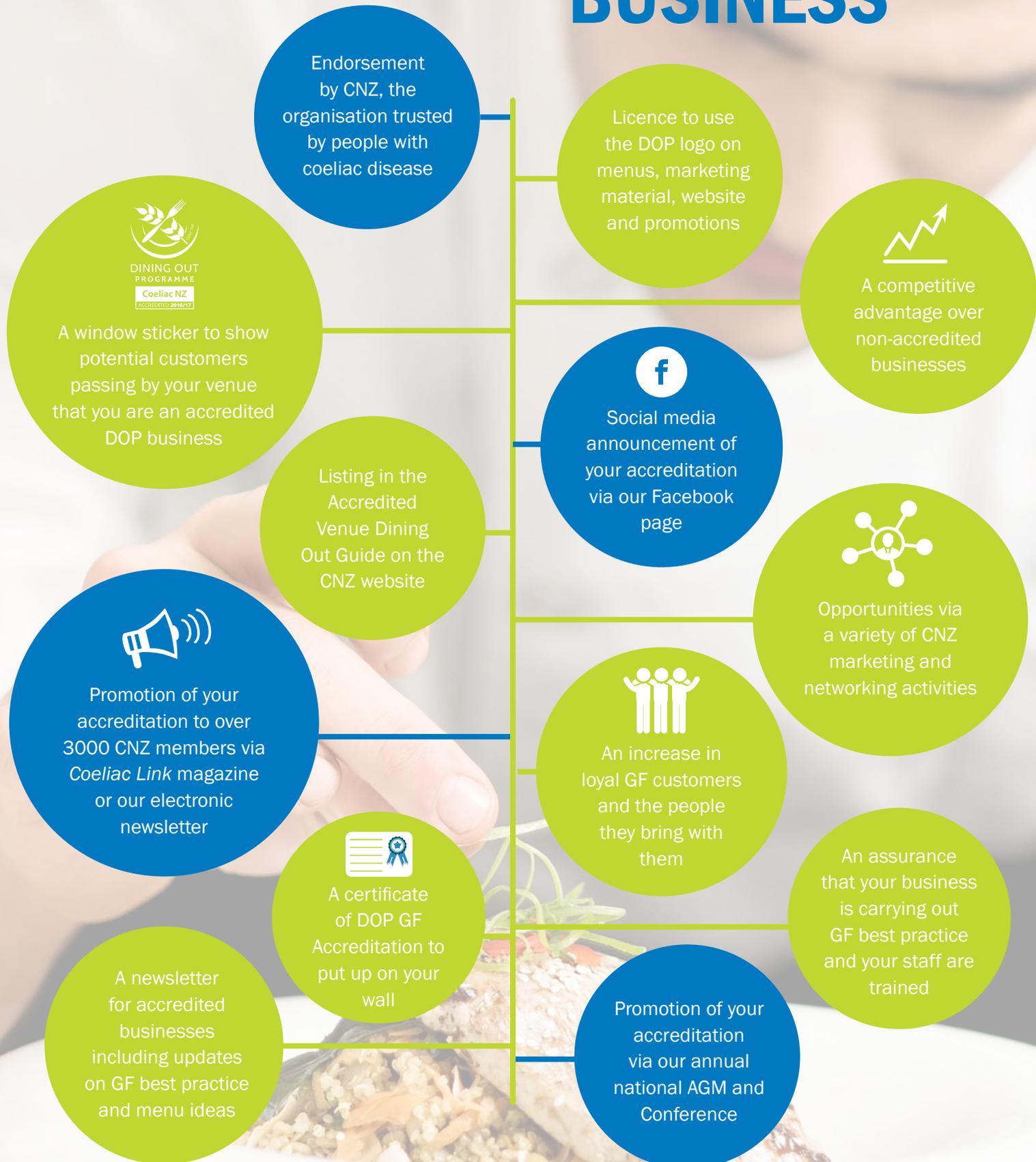
and trusted by the global GF consumer. The DOP puts New Zealand businesses on the map as accredited options for the GF traveller.

CNZ promotes accredited venues to the gluten free market through their online and print marketing communication media.



The Dining Out Programme was awarded the **Most Innovative Food Service Product** at the Fine Food NZ Show in 2016.

Benefits of being a DOP gluten free accredited BUSINESS



What is *coeliac disease?*

Coeliac disease (pronounced see-liac) is a serious illness where the body's immune system reacts to gluten found in food and by attacking the gut.

Gluten causes the body to produce antibodies which damage the lining of the small bowel and make it impossible for the body to absorb certain vitamins, minerals and other nutrients from food. If left undiagnosed it can lead to long-term chronic ill-health. Dermatitis herpetiformis is the skin manifestation of coeliac disease.

It is estimated that 65,000 Kiwis have coeliac disease, although many are not medically diagnosed.

Awareness of the disease and the numbers diagnosed are increasing all the time.



Coeliac disease is permanent. There is no cure – the only treatment is a strict gluten free diet for life. Coeliac disease is an autoimmune disease. It is not an allergy or intolerance. People with coeliac disease are not following a fad – the gluten free diet is their only treatment.

If someone with coeliac disease repeatedly eats gluten or their condition goes untreated, they will be damaging their gut and putting themselves at risk of infertility, osteoporosis and even some rare forms of small bowel cancer.

Research from around the world shows coeliac disease is becoming increasingly common, but there is still a long way to go in terms of awareness in New Zealand and globally.

What happens if someone with coeliac disease *accidentally eats gluten?*

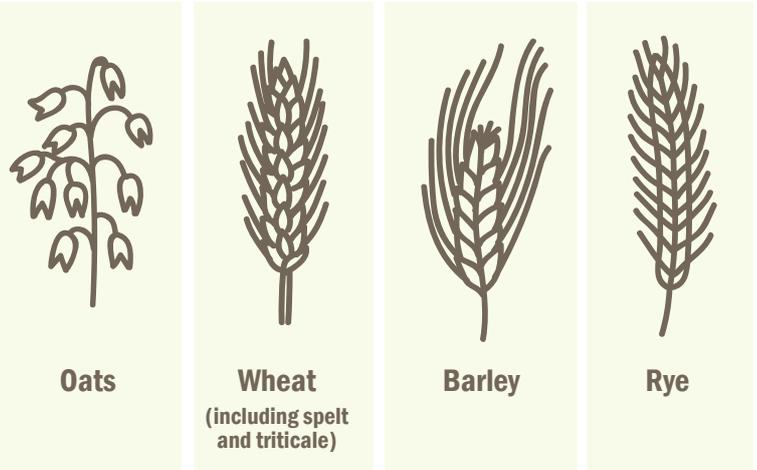
Coeliac disease is not an allergy and does not cause anaphylactic shock. The response will vary from person to person, but usually being 'glutened' means headaches, diarrhoea, vomiting, stomach pains and lethargy which can last several days. It can also cause damage to the small intestine without any outward symptoms.

What is *gluten*?

Foods that contain gluten include obvious sources such as bread, cakes, cereals, biscuits, pastry, pasta, batter, wheat flour and breadcrumbs.

Gluten is also hidden in many processed foods such as semolina, durum wheat, couscous, sausages, processed meats, soups, stock cubes, Asian sauces, gravies, soy sauce, dressings, malt vinegar, cornflour [of wheat origin], liquorice, Vegemite, Marmite, some beverages, and some modified starches and thickeners.

Gluten is the main protein in these cereal grains:



Which foods are *gluten free*?

- ✓ Fresh fruit and vegetables, unprocessed meat, poultry and fish, eggs, nuts, legumes, milk, fats and oils, and grains such as rice, corn, soy, sago, tapioca, buckwheat, millet, amaranth, sorghum, quinoa and arrowroot.
- ✓ Manufactured foods that are correctly labelled gluten free. Always check the ingredients.

- ✓ Manufactured foods that carry the Crossed Grain logo.
- ✓ Foods that are gluten free because the ingredients used to make them are gluten free.
- ✓ Gluten free baking aids such as xanthan gum, guar gum, vitamin C and gluten free baking powder. These GF baking aids improve the texture and dough stretch factor of a product.



What is *cross-contamination*?

This occurs when gluten free foods get contaminated by gluten-containing foods or by things that have come into contact with gluten. This most commonly occurs with:

- hands, clothing, aprons, gloves
- toasters, grills, pans, pots
- chopping boards, work surfaces, benches, cleaning cloths, tea towels
- knives, cutlery, serving spoons and tongs
- butter, margarine, jam, honey, chutney and mustard pots
- oils used for frying gluten-containing food.

About the *gluten free market*

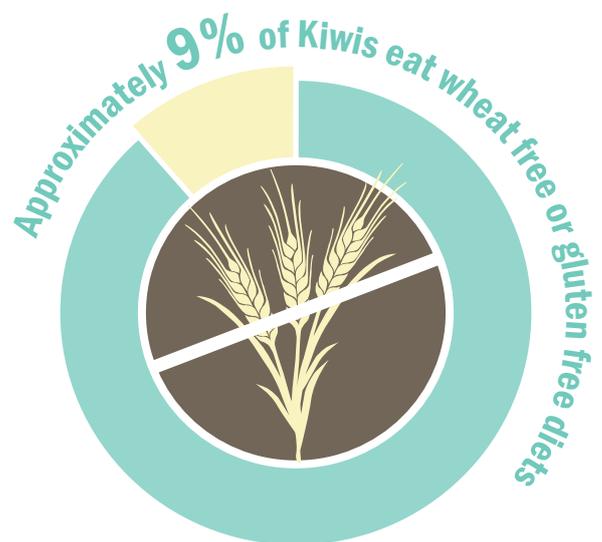
The gluten free market is growing in sophistication. As more people are diagnosed with coeliac disease and dermatitis herpetiformis, and others need to eat GF for other medical reasons, demand for quality GF foods and services is increasing.

Figures show coeliac disease (CD) has been rising sharply since the 1980s, and in the past 20 years it is estimated to have increased from around 40,000 sufferers in New Zealand to 65,000. This mirrors a worldwide rise, including in the United States, where the disorder has increased more than fourfold since the 1950s.

In addition to those diagnosed with CD are the many thousands of people who either need or want to eat GF for other health reasons. Recent research found that approximately 203,000 Kiwis eat gluten free every day¹ and nine per cent (405,000) are on a wheat or gluten free diet.² There are also thousands of visitors to New Zealand every year who eat GF and are looking for GF-accredited eateries.

Working with Coeliac New Zealand will help you understand the needs of the gluten free community and put you in touch with that market of current and potential customers.

Eating away from home is perhaps the biggest challenge facing people who need to eat GF. Increasingly, in every aspect of life, people eat and drink on the go. For Coeliac New Zealand members, eating with confidence outside the home, where they are no longer in control of the food, can be a big issue.



“ Food is my thing, but gluten free means dining out often is the last option. Even after hours of internet research and calls I still find myself eating at home before I go out in case I can't eat anything. Only once you find a restaurant that truly gets it, can you then go and actually enjoy a meal without feeling embarrassed about your interrogation of the wait staff. It would be a relief to know from first search/call if a restaurant is going to 'get it'. ”

– Ali Felton, CNZ member

1. The Nielsen Company 2016.
2. Grains & Legumes Nutrition Council. 2014 New Zealand Grains and Legumes Consumption and Attitudinal Report. Unpublished, 2015.

Why provide *gluten free food*?

Catering to those who need to follow a strict diet will not only guarantee you their business, but that of friends and family they eat out with as well. In addition, once they have identified your restaurant or cafe as safe they are more likely to return there when dining out.

While not all the party will need a gluten free option, Coeliac New Zealand members have said that when they eat out with other people their need for safe gluten free options determines where the group eats.

Providing gluten free options will not only help you get passing trade but also customers that are willing to go out of their

way to eat at your establishment.

If customers are happy with their experience and food, not only will they return but they will tell others through networking and social media. Because finding the right place to eat is a challenge, when a coeliac does have an enjoyable experience they will shout it from the rooftops to help others enjoy the same experience.

Accrediting your venue with the CNZ DOP logo will assure your gluten free customers that your food meets the necessary standards and that they can be confident eating at your establishment.

People go to eat out with at least two or three others.

Many more people would dine out if more gluten free options were available.

People are more likely to travel the extra distance for food they can be sure will be safe.

People are more likely to return to somewhere they have previously had a good GF meal when deciding where to eat out and are more likely to visit a DOP accredited venue.



The law on *gluten free food in New Zealand*

You may already be labelling your dishes or cabinet items as gluten free, or maybe you are working towards this, but when producing gluten free dishes you need to have an understanding of the law to make sure you are compliant.

In New Zealand the sale of food is governed by the Food Standards Code, which is regulated by Food Standards Australia and New Zealand (FSANZ). The new Food Standards Code came into effect on 1 March 2016.

The FSANZ Standard 1.2.1 defines food for retail sale as food sold to the public, including both packaged and unpackaged food. This covers food sold in restaurants, cafes etc and food sold to caterers.

Unpackaged food for retail sale must still carry with it the information required by the FSANZ Standard 1.2.1, including allergen declarations, i.e., if it is sold to the public, the seller must be

able to advise the customer whether it contains gluten. This information may be displayed with the food or be available on request (Standard 1.2.3).

In accordance with the Food Standards Code, food service outlets should not be using the claim their food is gluten free unless their product has **no detectable gluten**. They should also be able to accurately advise customers about the presence of gluten in dishes.

Working with Coeliac New Zealand can help you assure your customers that your gluten free food meets New Zealand standards and is safe to eat.

FSANZ Standard 1.2.7

FSANZ Standard 1.2.7 covers health and nutrition claims in food labelling and advertisements (signage, menus, websites).

Schedule 1 states that for the food to be labelled as gluten free, the food must not contain

- A** detectable gluten; or
- B** oats or their products; or
- C** cereals containing gluten that may have been malted, or their products.

What your business NEEDS TO DO to *achieve accreditation*

The criteria

1 An agreed number of key staff must complete and pass the Dining Out Programme online training course. The course takes about 60–90 minutes to complete. Key staff are management and those staff in the kitchen and front of house who hold positions of responsibility.

2 Additionally, all staff members involved in the sourcing, preparation and service of gluten free food will require training so they have knowledge about coeliac disease and why best practice is important. This can be carried out either via the online training course or your own internal training programme, as long as it meets the audit criteria.

3 The business works hard to meet the standards in the Kitchen Safety Checklist and develop sustained gluten free best practice.

4 The business passes an independent gluten free audit.

5 The business signs a DOP accreditation contract and pays a licence fee to Coeliac New Zealand annually.

The training

Can other staff complete the online training module?

Any staff member can complete the training module and we encourage as many staff as possible to complete it (with no additional fee). The last section of the module is more management orientated; however, the more staff trained in ensuring safe gluten free food and practice the more assured the customer will be.

Who are key staff?

Key staff are all those with responsibility for other staff and/or for processes. Broadly speaking this will be all management, senior kitchen and senior front-of-house staff. Each restaurant will identify and advise Coeliac New Zealand who their key staff members are and agree how many accredited staff will be on duty at any time. Key staff are then expected to educate all other staff about the knowledge and practices involved in providing safe gluten free food. Documentation of all training is required to satisfy audit standards.

The *audit*

All training must be completed before an independent on-site audit can take place.

The audit can then be booked with a Coeliac New Zealand-approved auditor who will use the approved gluten free audit standards.

The audit will take one to two hours. The audit is based on standards in the Kitchen Safety Checklist and ensures compliance with the FSANZ Gluten Free Standard and the gluten free training programme.

The business will need to ensure they have full documentation available for the audit including training records for staff, labelling information for ingredients and details of any changes to the business over the previous 12 months.

Coeliac New Zealand's preferred auditor is SGS New Zealand Ltd. If the business uses a different auditor, their suitability can be discussed with Coeliac New Zealand at time of application.

Audit fees are typically \$150–\$200 + GST per hour. If you are a multi-site business or franchise, please contact Coeliac New Zealand to discuss multi-site audit options.

The *licence fee*

The annual fee paid to Coeliac New Zealand includes access to the online training programme for all staff, licence to use the DOP certified trademark and all of the benefits listed on page 3.

Starting at just \$250 + GST* annual fees are calculated based on business size and type. Discounts are available to businesses wishing to accredit multiple venues.

Licence fee costs will be confirmed on receipt of the DOP Application Form.

Annual licence fees do not include the audit fees.

**For a single venue business with up to 10 full-time equivalent staff.*

Step-by-step gaining guide to accreditation

1

Contact Coeliac New Zealand (CNZ) to discuss your requirements, and download an application form from our website, or request an application form by emailing dop@coeliac.org.nz.

2

Fill out the application form, and email or fax your application form back to Coeliac New Zealand.

3

On receipt of your application CNZ will advise you of the annual licencing and audit fee.

5

Identify and register all staff who will be completing the online training course. You can send the names and email addresses of the staff who will be completing the course in an Excel spreadsheet. The registration information is needed for CNZ to issue individual certificates upon the successful completion of the training module and for the central register.

4

Upon payment, you will receive the DOP Toolkit (including the Kitchen Safety Checklist) and the DOP accreditation contract. Sign two copies and return them to CNZ.

6

Upon receipt of staff details, you will receive a log-in for each staff member who will be completing the online course. The staff can begin the training when they receive the log-in.

7

Ensure all registered staff have completed and passed the online training module, and all other staff have completed CNZ approved internal training.

10

Upon successfully passing the audit you will receive your accreditation certificate and certification logo so you can begin enjoying the benefits of being a CNZ Dining Out Programme accredited business.

9

An independent audit is organised with a Coeliac New Zealand-approved auditor.

8

Work through the DOP Toolkit to ensure control of gluten at all points in your preparation areas.



 Helpline +64 (9) 820 5157

 Office +64 (9) 414 7467

 dop@coeliac.org.nz

 coeliac.org.nz

 facebook.com/Coeliac.New.Zealand

 **Postal Address**

PO Box 302717

North Harbour, Auckland 0751

 **Physical Address**

Unit 11, 44 William Pickering Drive

Rosedale, Auckland 0632