



WHY LEAVE MONEY ON THE TABLE?

Serve Gluten Free Pizza and pasta to your customers who need it. They in turn will bring the customers who do not need it.

WHAT IS GLUTEN? WHO NEEDS GLUTEN FREE?

Gluten is the protein portion of wheat, barley, and rye.

There are 3 types of people who either must or choose to be gluten free:

*3 million Americans suffer from Celiac Disease, and must maintain a strict Gluten Free diet.

*Millions more are allergic to wheat and have found general health benefits by eliminating Gluten from their diets.

*Millions more, who neither suffer from Celiac Disease, nor are allergic to wheat, choose to eat Gluten Free as a more healthier alternative

Total sales of Gluten Free products have grown at an average rate of 28% since 2004, and are expected to reach 2.6 billion by the end of 2012, up from 580 million.

*Celiac Disease is an autoimmune disorder.

*1 out of every 100 people suffer from celiac disease

*Celiac Disease has quadrupled in the last 50 years. Disease doubles every 15 years.

*2.64 Billion dollar market at the end of 2010

A GLUTEN FREE MENU WILL GENERATE BUSINESS

The Gluten Free customer is all new business. Those who are by necessity or choice Gluten Free are not coming in now because menus do not typically offer a Gluten Free alternative.

Those who are on a special diet are most always asked to choose the restaurant. They do not dine alone. They dine with family, friends, and business associates.

Gluten Free customers will travel much farther, than the average diner, thus expanding the geographical draw of your restaurant.

The Gluten Free customer is grateful, remains loyal, tells others, and is willing to pay a premium for being considered.

SOLUTIONS FOR SERVING GLUTEN FREE

Taste: Gluten Free pizza and pasta taste so good, you will think they were made with wheat.

Quality: Our Gluten Free products are 100% Natural, Vegan, Wheat Free, Dairy Free, Soy Free and Egg Free.

Training: We will work with you regarding what you need to know to serve Gluten Free safely.

Options: We have items other than pizza and pasta should you decide to expand your Gluten Free offering. Ask about all our Gluten Free items.

Manufacture: The manufacture of the **Senza Glutine** brand is a Gluten Free supplier that is well known and respected by both food service and retail segments. Their reputation for safety and quality creates an immediate trust factor with the consumer, and thus legitimizes your restaurant.

www.SenzaGlutineGlutenFree.com