

The Food Service Companion for



GLUTEN FREEDOM

From the Gluten-Free Miller and Purveyor

Bob's
Red Mill



To Your Good Health[®]

Bob Moore

Your Guide to Setting Up a Gluten-Free Kitchen



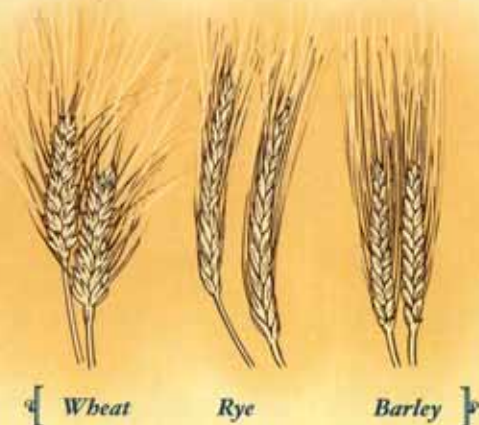
For more than three decades, Bob's Red Mill Natural Foods has been the leader in old-world stone milling. Today, we are every bit as dedicated to producing products that are free from gluten. As part of that dedication, we offer assistance and education to our customers who are managing gluten-free diets. Collaboration with those we serve is important to us and we hope that "The Food Service Companion for Gluten Freedom" will be a valuable tool for both you and your customers.



*✦ Inside the back pocket of this booklet is a fold-out "Kitchen Assistant" poster. ✦
We hope you'll consider pinning it up in your pantry for at-a-glance reference.*

GLUTEN DEMYSTIFIED

These days, it seems like everyone is avoiding gluten. Just what is this mysterious substance? Simply put, gluten is a protein that naturally occurs in certain grains—namely wheat (in all variations), rye and barley.



Gluten is what gives elasticity and texture to baked goods. But for people with celiac disease, gluten can be toxic. Celiac disease is an auto-immune condition in which gluten damages the small intestine, rendering it unable to absorb nutrients. Gluten is also a problem for people with allergies or non-celiac gluten intolerance, although their symptoms are usually less severe than those with celiac disease. The only treatment for these conditions is a gluten-free (GF) diet for life.

WHEAT-FREE VS. GLUTEN-FREE

Just because a label says “wheat-free” doesn’t mean it’s “gluten-free.” Since there are no uniform labeling standards, different manufacturers use different symbols. As a result, wheat-free and gluten-free symbols can look similar. What’s more, *products labeled wheat-free may still contain rye or barley-based ingredients that are not gluten-free.* So when choosing gluten-free products, read the label carefully and look for the words “gluten-free.”

Foods that may contain gluten:

- breads
- desserts
- candies
- cereals
- cookies
- crackers
- pastas
- sauces
- soups
- soy sauce

Plus any food that comes into contact with gluten.



All of our gluten-free products bear this graphic symbol along with the words “gluten-free”.

A Gluten-Free Zone at Bob's Red Mill



HOW WE KEEP GLUTEN OUT OF OUR PRODUCTS

At Bob's Red Mill, our lab has created procedures to ensure the purity of our gluten-free products. Products are tested repeatedly throughout the receiving, milling and packaging processes. From field to final product, we take every precaution to deliver the safest products possible.

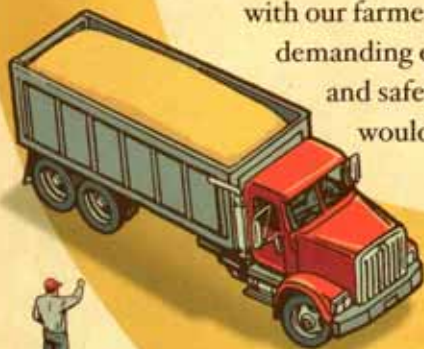
Here's how we do it:



{ 1 } In The Field And From Our Suppliers

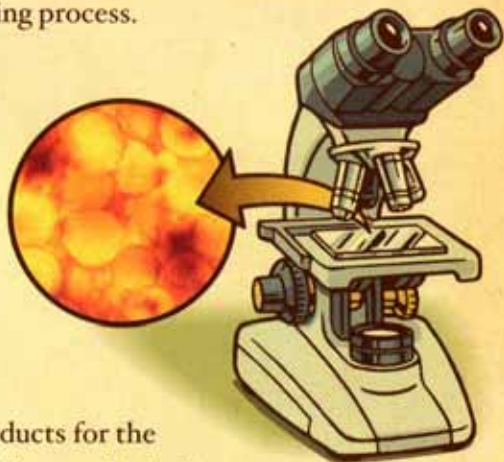
Once there is cross-contact with gluten, there is no way to remove it. So the source of our gluten-free grains and ingredients is the most important factor in keeping them free from gluten.

Careful attention must be paid to what was grown during the farm's previous crop, how grain is transported and even how ingredients like seasonings and leavening agents are processed. To ensure that these factors don't affect purity, we maintain close partnerships with our farmers and suppliers, making sure our demanding expectations are met. When the health and safety of our customers is on the line, we wouldn't have it any other way.



{ 2 } Preventing Cross-Contact At The Mill

When raw ingredients arrive at Bob's Red Mill, they're immediately tested for the presence of gluten. Numerous samples are taken to accurately represent the complete delivery. This is when the old-world leanings of Bob's Red Mill meet advanced technology. Sampled ingredients are held in our isolated, gluten-free "waiting room," while our segregated, gluten-free lab puts the ingredients through a stringent testing process.



{ 3 } In The Laboratory

Bob's Red Mill analyzes products for the presence of gluten using an Enzyme Linked Immunosorbent Assay (ELISA). This method can detect gluten to 5 parts per million. Fewer than 20 parts per million is the recognized world standard for gluten-free. Only ingredients that pass our strict limit of 19 parts per million (usually far lower than this) are released into our gluten-free facility for production. From receiving ingredients to milling and packaging, our gluten-free facility is highly dedicated to maintaining only pure, lab-tested, gluten-free ingredients. If it doesn't pass, it doesn't get in.



{ 4 } Exclusively Gluten-Free

Every aspect of our production process—from receiving fresh ingredients from farms to packing bags for shipment—is dedicated solely to our gluten-free products.

So every stone-grinding mill, every mixer, every packaging machine, every forklift and every air-vent is here for one thing and one thing only—making delicious and healthy products that are safely free from gluten.



As an added precaution, each batch is computer monitored and lab analyzed as it moves throughout the process.

{ We have the most stringent testing guidelines in the industry. }

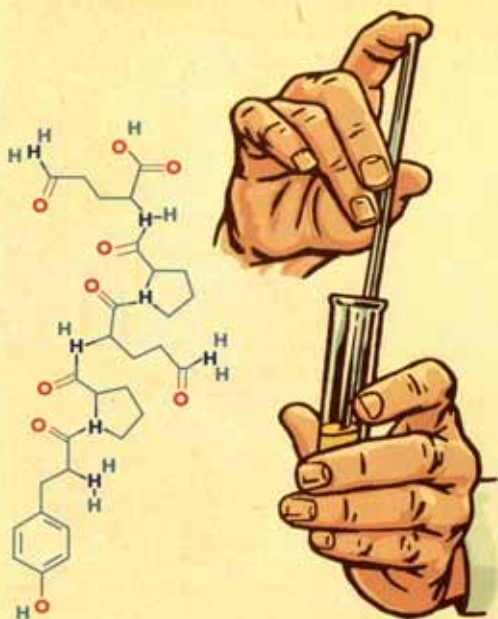


{ 5 } Safety Is In The Details

Every one of our 70+ gluten-free products is tested for gluten in our advanced quality control laboratory.

There is no testing process in the industry as exhaustive as ours—and that's something we are very proud of.

So when you see a Bob's Red Mill package labeled "gluten-free" and bearing the gluten-free symbol, there are no ifs, ands or buts.



{ 6 } If It Doesn't Pass, We Won't Sell It

Even after our products are safe and sound inside their packages, each batch is randomly tested again because we're that fanatical about peace of mind.



In the unlikely event that a product tests above the limit? The entire batch won't be released as gluten-free. Period.

Cracking Down on Cross-Contact



It only takes a tiny amount of gluten to cause severe reactions for people with celiac disease. So it's important to make sure that regular and gluten-free foods don't touch.

Here are the most common sources of cross-contact:

- ❖ shared use of utensils, containers, appliances or baking equipment
- ❖ airborne particles from wheat, rye, barely or untested oat flour
- ❖ incomplete cleaning of utensils, equipment or surfaces between runs
- ❖ contaminated gloves or clothing in gluten-free preparation area
- ❖ unsafe or careless food handling practices by employees or diners

HOW TO AVOID CROSS-CONTACT IN FOOD PREPARATION

In a perfect world, gluten-free food production has a dedicated facility. Since that's not always possible, a common facility should use:

- ❖ separate food preparation zones and storage areas
- ❖ accurately labeled containers, sealed tight
- ❖ separate utensils for food preparation and serving
- ❖ clean hands, fresh gloves and clothing
- ❖ controlled air-flow that minimizes airborne particles landing on gluten-free food
- ❖ thorough cleaning between runs or sessions with wet-cleaning systems

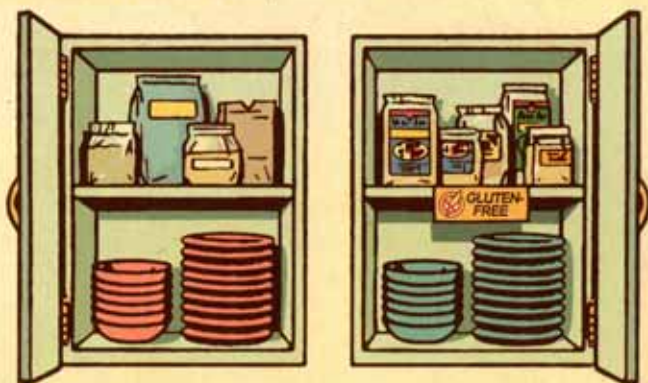
Safe Grains for a Gluten-Free Diet

- amaranth
- buckwheat
- corn
- oats
(tested gluten-free)
- quinoa
- millet
- rice
- sorghum
- teff

Unsafe Grains for a Gluten-Free Diet

- wheat
(bulgur, durum,
semolina, spelt,
Kamut® grain,
farro and emmer)
- barley
- einkorn
- rye
- triticale
- untested oats

- ❖ allot at least 24-hours between regular and gluten-free food preparation to allow flour particles to settle and then be cleaned away



[Separate food storage areas, tightly closed containers and colored plates help staff cut down on cross-contact in the kitchen.]

HOW TO AVOID CROSS-CONTACT WHEN FOOD IS SERVED

- ❖ buffet tables have clearly marked, separate areas for gluten-free food
- ❖ each food has a separate serving bowl with clearly marked serving utensil
- ❖ dishes are arranged so that unsafe food doesn't spill, splatter or fall onto gluten-free food—for example, large bins of regular and gluten-free cereal are side-by-side...if diners accidentally use the same utensils to serve the cereal, or if regular cereal falls into gluten-free cereal, contamination occurs
- ❖ gluten-free food is served on plates, bowls or napkins of different colors—for example, gluten-free bread is served in baskets with white napkins, while regular bread is served in baskets with black napkins
- ❖ gluten-free food is shaped differently—for example, gluten-free cake is served in rounds, while regular cake is served in squares

Sources of Cross-Contact:

- serving spoons
- measuring spoons
- measuring cups
- gloves
- knives
- forks
- spatulas
- tongs
- bowls
- cutting boards
- countertops
- grills
- griddles or irons
- fryers
- skillets
- meat slicers
- baking sheets
- pots and pans
- drips, spills and splatters



Serving Your Gluten-Free Guests



CHOOSING GLUTEN-FREE FOODS AND INGREDIENTS: WHAT TO LOOK FOR ON THE LABEL

Reading labels? Unfortunately, you won't find the word "gluten" on the side of a box or bag. Instead, gluten is usually listed by one of these six names: wheat, barley, rye, triticale, malt and oats (untested). *Don't forget that bulgur, durum, semolina, spelt, Kamut® grain, farro, emmer and einkorn are types of wheat, so if these names are on the label, gluten is present.* The law requires that when wheat is used as an ingredient or as a processing aid, it must be listed using common language (wheat) in the ingredient list, or listed as an allergen at the end of the ingredient list, like this:
Contains wheat.



【 *Bob's Red Mill has a full line of gluten-free mixes. All delicious and all gluten-free.* 】



Celiac Disease: The Facts.

Approximately one in every 133 Americans suffer from celiac disease. That's around 3 million potential customers who are unable to eat foods containing gluten. With more and more food service operations learning about the disease and offering gluten-free options, people with celiac disease are dining out in record numbers. Gluten-free sales reached more than \$2.6 billion in 2010, with sales expected to nearly double by 2015.

[source: National Foundation for Celiac Awareness]



Always check the label to make sure the oats have been tested.

For a complete product list, see the "Kitchen Assistant" poster tucked into the back pocket of this booklet.

COMMUNICATING WITH GLUTEN-FREE GUESTS

Clear communication is critical when dealing with gluten-free guests. Create a set of questions for staff to use when guests request gluten-free meals so that you understand exactly what they want. Train staff to respond to guests' questions and requests with appropriate answers. And develop a plan so your staff knows what to do if a mistake inadvertently occurs.



THE 4-Rs

When guests request a special meal, consider the following four R's to make sure the meal is as safe as it is enjoyable.

- ❖ **Refer** Refer the food allergy concern or special meal request to the chef, manager or person in charge
- ❖ **Review** the food allergy concern or special meal request with the guest and check ingredient labels
- ❖ **Remember** to check the preparation method procedures for potential cross-contact
- ❖ **Respond** to the guest and inform them of your findings, then let them make an informed decision

Source: The Food Allergy and Anaphylaxis Network (FAAN) www.foodallergy.org

Communication Tips for GF Guests:

- Create a set of questions for staff to use.
- Train staff to respond to guests' questions with insightful answers.
- Develop a plan in the event of a mistake.



❖ When ever possible, label and use separate utensils for all gluten-free cooking. ❖

DINING FROM THE GLUTEN-FREE PERSON'S VIEWPOINT

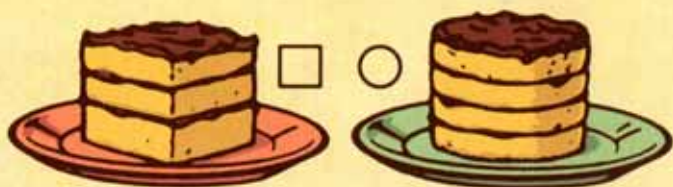
People on gluten-free diets are taught to ask questions, carefully read labels, and when in doubt, to avoid any food that might be unsafe. *They wonder about:*

- ❖ Was my food made with gluten-free ingredients?
- ❖ Did my food touch any regular food while it was prepared or being served?
- ❖ Does the food server or person in charge truly understand what precautions are required to make sure my food is gluten-free?
- ❖ Is the server or person in charge truly empowered to control how my food is prepared?
- ❖ If I'm not sure about any of the above, should I avoid the food? If so, what can I eat instead?

Are oats always gluten-free?

Even though oats are naturally gluten-free, they sometimes contain gluten. How? Oats and wheat often come into contact when they're in the field, being transported or at a manufacturing plant.

Oats are gluten-free but wheat is not—and when cross-contact occurs, oats are no longer free of gluten. So oats must be specifically tested, as they are at Bob's Red Mill, in order to be labeled gluten-free. Always check the label to make sure the oats have been tested.



[To put gluten-free customers at ease, consider shaping gluten-free food differently. Try serving gluten-free cake in rounds and regular cake in squares.]

SETTING UP A GLUTEN-FREE DINING PROGRAM WITH ONGOING TRAINING

Whatever the type or size of your food service operation, the key to a successful gluten-free program is to designate one person to lead the effort. To assure gluten-free food safety, all staff must be thoroughly trained. Staff turnover, menu revisions, ingredient/supplier changes and differences in labeling necessitate ongoing and continual training. Clear guidelines, well-stated expectations and regular updates are essential. The words you use to describe your

gluten-free offerings to diners must also be reviewed for any legal implications. Several associations offer training on setting up a gluten-free dining program [see “Resources,” page 14].

GLUTEN-FREE FOOD PREP OPTIONS

Some institutions serve the occasional gluten-free guest by purchasing ready-made foods or baked goods from approved gluten-free suppliers. Others keep small-scale gluten-free mixes on hand to bake as needed. Institutions serving larger groups of gluten-free guests on a regular basis may bake from scratch using gluten-free bulk ingredients and their own in-house recipes or recipes adapted from gluten-free cookbooks. Your particular institution and the needs of your guests will determine which method you choose.

Whenever gluten-free ingredients or foods are purchased, make sure they are tightly sealed and clearly labeled in containers upon delivery. Baking or other food preparation could occur off-site or in a designated safe zone in your facility. If foods are purchased or prepared ahead, they can be wrapped, clearly labeled and refrigerated or frozen, then gently reheated just before serving. Please note that the texture of gluten-free baked goods is compromised when re-heated in a very hot microwave oven.



Putting the sticky back into baking

Xanthan gum is a thickening agent that is easy to digest. Guar gum, an extract from the guar plant, is also a thickening agent. Both can be used to replace gluten in a gluten-free diet—especially in baking. The reason? Xanthan and guar gums give gluten-free dough a better “stickiness,” the element taken out when gluten is removed.



Train staff to carefully clean all shared appliances such as bread machines, mixers, blenders of all types, ovens and work surfaces to reduce any cross-contamination.

Tips for Successful Gluten-Free Baking



Wheat flour is often used as a thickener. Try the following suggestions for gluten-free guests. Please note that each substitution produces variation in color, flavor and texture.

When baking for the gluten-free diet, it's important to understand that the taste, texture and techniques may be different than what you're used to. Here are some basic tips to help you navigate the gluten-free way of baking:



{ 1 } Choose gluten-free foods and ingredients from gluten-free suppliers.

{ 2 } For best results, use a blend of gluten-free flours. A combination of protein flours and starchy flours yields better results than one single gluten-free flour. Consider Bob's Red Mill Gluten-Free All-Purpose Baking Flour and Gluten-Free Biscuit and Baking Mix. Both are used extensively by gluten-free home and commercial bakers.

{ 3 } Protein flours (such as brown rice or sorghum) lend structure, stability and flavor, while starchy flours (such as potato starch or cornstarch) make baked goods lighter and airier. Tapioca flours crisps the crust and provides a mouth-pleasing "chew."

{ 4 } Gums like xanthan gum or guar gum are essential because they replace the function of gluten in baking. When a recipe calls for 1 teaspoon of xanthan gum, you may use 1 ½ teaspoons guar gum instead. Or use ½ teaspoon of each—using both together produces a better texture and rise in baked goods.

Alternative thickeners for sauces + Gravies instead of 1 Tbsp of wheat flour:

- arrowroot - 1/2 tsp
- cornstarch - 1/2 tsp
- oat flour (Gluten free) - 1 Tbsp
- Potato starch - 1/2 tsp
- Sweet rice flour - 1 Tbsp
- rice flour (brown/white) - 1 Tbsp
- tapioca flour - 1/2 Tbsp
- quick cooking tapioca - 2 tsp

{ 5 } When first using gluten-free recipes, you will become familiar with the slightly different textures. Once you see how the different recipes work, you can customize the recipes or develop your own, tailor-made to your specific needs.

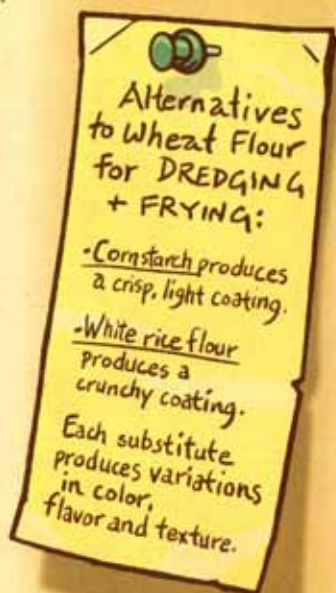
{ 6 } Gluten-free batter and dough are a bit softer and wetter than what you're used to. Don't worry, this is necessary for good rising and texture.

{ 7 } Traditional ovens work better for gluten-free baking than convection ovens, which may bake too hot and too quickly. If convection ovens must be used, lower baking temperatures by at least 25 degrees.

{ 8 } Electric appliances, such as bread machines, food processors, mixers and blenders (including immersion blenders) are time-savers. But remember that they must be carefully cleaned between uses if they are also being used to prepare foods containing gluten.

{ 9 } Bread machines are most successful when the recipe is compatible with the machine—and this may require some experimentation. Start with the gluten-free recipes that often accompany your machine, or choose the “White Bread” or “Normal” cycle settings.

Looking for the very best in gluten-free baking ingredients?
All products mentioned here are available at: www.bobsredmill.com
or call Tim Steiner at 800-553-2258.



Many experienced and creative gluten-free bakers rely on sorghum flour because it has the most “wheat-like” flavor. For the best textures and baking results, use a combination of protein flours and starchy flours.



Resources



STOCK YOUR GLUTEN-FREE PANTRY WITH BOB'S RED MILL PRODUCTS

Looking for gluten-free pizza crust mix? Or gluten free steel-cut oats? Maybe you need gluten-free all-purpose baking flour. Whether it's potato starch or active dry yeast, if you're looking for gluten-free, you've come to the right place. Bob's Red Mill offers more than 70 gluten-free products. Each one is tested, produced in our gluten-free facility, then tested again to ensure the safety of your clients and give you peace of mind. Our dedication to gluten-free doesn't stop there.

Our website offers hundreds of easy-to-use gluten-free recipes your guests will enjoy.



Gluten-free creativity thrives in our product development kitchen.

For our full-color product list, please call, write, or email today.

We'd love to help.

Attn: Wholesale

Bob's Red Mill Natural Foods

13521 SE Pheasant Court,

Milwaukie, Oregon 97222

(800) 553-2258

bobsredmill.com or

customerservice@bobsredmill.com

Please Note: Inside the back pocket of this booklet, you will find a fold-out "Kitchen Assistant" poster. Along with a wealth of information on gluten, it also contains a complete product listing. We hope you will take a minute to review the poster and consider pinning it up in your pantry for at-a-glance reference.

Information



ASSOCIATIONS FOR GLUTEN-FREE INFORMATION

Celiac Disease Foundation (CDF): ceillac.org

Celiac Sprue Association (CSA): csaceliacs.org

Food Allergy & Anaphylaxis Network (FAAN):
foodallergy.org/section/common-food-allergens1

Gluten Intolerance Group (GIG): gluten.net

National Foundation for Celiac Awareness (NFCA) : celiaccentral.org

National Restaurant Association (NRA):
www.restaurant.org/foodhealthyliving/safety/allergies/

GLUTEN-FREE TRAINING AND CERTIFICATION

Allergy Chefs, Inc.: allergychefs.com

Celiac Sprue Association (CSA): csaceliacs.org

Food Allergy & Anaphylaxis Network (FAAN):
foodallergy.org/section/common-food-allergens1

Gluten-Free Certification Organization (GFCO): GFCO.org

Gluten-Free Food Service Accreditation (GFFS): gffoodservice

Gluten-Free Restaurant Awareness Program (GFRAP) :
glutenfreerestaurants.org

National Foundation for Celiac Awareness (NFCA):
celiaccentral.org/education/GREAT-Foodservice/204/

National Restaurant Association (NRA):
restaurant.org/foodhealthyliving/safety/allergies/

NUTRITION

American Dietetic Association (ADA): eatright.org



BOOKS

Serving People with Food Allergies: Kitchen Management & Menu Creation
by Joel Schaefer (CRC Press, a part of Taylor and Francis Group, April, 2011)



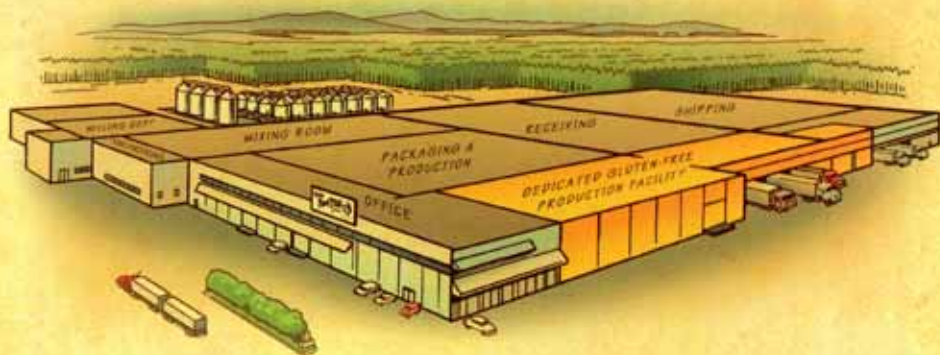
Where the Past and the Present Meet



Bob Moore, the "Bob" in Bob's Red Mill, proudly displays his century-old millstones yet to be restored. Bob's uses over ten different mills to grind products just the way you like them. The smaller millstone in front of Bob is a state-of-the-art milling tool that combines the same French buhrstone quartz as older mills with a new, modern frame. Innovation like this and an old-fashioned dedication to quality have helped Bob's Red Mill create the most diverse line of natural whole grain foods in the United States, Canada and over 60 countries around the world.



World Headquarters and Manufacturing Plant



AN
EMPLOYEE-
OWNED
COMPANY

**Bob's
Red Mill**



To Your Good Health®

Bob Moore

BOB'S RED MILL NATURAL FOODS

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