

# Leonards

Quality Ingredients for the Food Industry



Guide to...

# GLUTEN FREE

# Contents & Comment

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*With the Free From market reaching £470million in 2015, there can be no denying that Gluten Free is not a flash in the pan. With 1% of the population being diagnosed Coeliac, plus an additional 1 in 5 people in the UK buying Gluten free for its associated health benefits, now is the time to get on board.*

*Leonards Gluten Free range stands at over 30 products, from every one of our glazes, to complete mixes for sausages, burgers and even staffings. By using a product where you only need to add meat and water you can guarantee a quality product every time, and reduce your risk of cross contamination.*

*We hope this guide will help you capture the highly valuable market for gluten free products,. Should you require any further information or free samples of any of our ranges please get in touch.*



Jonathan Lelliott, Partner



# What is Gluten?

## What is Gluten?

Gluten is a mix of proteins found in Wheat and related grains.

## Why avoid Gluten?

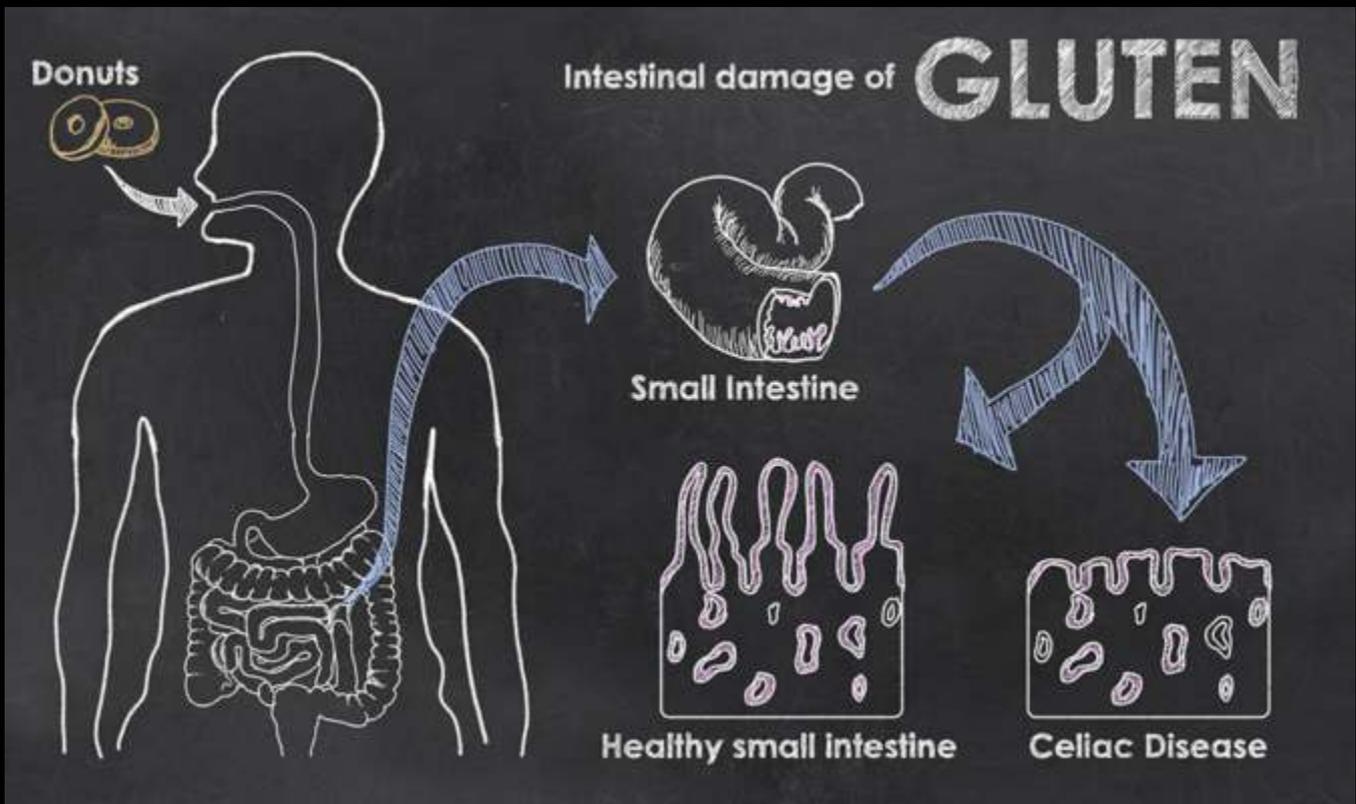
Gluten can cause a range of health issues, with its most extreme being Coeliac Disease, a life long autoimmune disease

## What is Gluten Free?

A food or diet not containing gluten. These are becoming easier and easier to source

## Why do people use Gluten?

Primarily, gluten is used as a binder (the name comes from the Latin, meaning 'glue'), and stops products having a crumbly texture. Due to the demand there are many alternatives offering the same glutinous effects.



# Who wants to buy Gluten Free?

There are four separate groups of people who **actively seek** Gluten Free products:

1. *Coeliac Disease Sufferers*. 1 in 100 people have this autoimmune disease which can cause lymphoma and small bowel cancer
2. *Household with a gluten avoider*. An estimated 2.6 million homes include a person actively avoiding gluten. For example the parent of a child with Coeliac disease
3. *Gluten Intolerance*. Those who are not diagnosed as Coeliacs but have sensitivity to gluten, i.e. Irritable Bowel Syndrome
4. *Lifestyle*. 46% of people buying Gluten Free products believe them to be healthier

## Some £££ incentive

In the UK **1 in 5 people** buy Gluten free

'Free from' market was worth **£470,000,000** in 2015

30% of the Gluten Free buyers are in the **16 - 34yo** bracket.  
They are your future customer base. Can you afford to ignore them?



# Naturally Gluten Free

There are a number of gluten free grains and starches that can be used as replacements to Wheat, Rye, Barley & Oats (oats don't contain gluten themselves but are often contaminated with gluten containing grains):

- QUINOA
- AMARANTH
- BUCKWHEAT
- BROWN RICE
- CORNSTARCH
- TEFF
- MILLET
- SORGHUM

## Gluten Free Rusk

Leonards Gluten Free rusk is an allergen free replacement to classic crumbs and rusks in sausages burgers, kebabs, crumb coaters and stuffings. After 5 years of product development this gluten free replacement mimics Ripon rusk, and maintains the open texture of a true British Banger



# Producing Gluten Free

Producing gluten free sounds a lot harder than it really is. If you only want a section of your end products to be gluten free then time segregation is your key phrase. Here are 4 recommendations to help your gluten free preparations:

1. **Time Segregation:** Ensure all your production of Gluten Free Products occurs at the start of the day, when the site is clean.



2. **Cleanliness:** If you are following the above principle then your site should be nice and clean already. If you need to produce a gluten free product after a standard product then make sure that anything that comes in contact is clean (knives, bowls, scoops, sausage filler etc)



3. **Dedicated Gluten Free Equipment:** If you are looking to promote your gluten free range heavily it may be worth investing in dedicated equipment. Keep them colour coordinated as you would for cooked meat & raw.



4. **Cross Contamination:** Check the area for contamination risks - unsealed bags of rusk or flour, recipe ingredients (ales are generally gluten) and dirty equipment



# Staff Training

## Check list

Staff are the face of the business, so good training to ensure that they not only are able to produce Gluten Free products, but are able to answer any questions your customers may have is

- *Staff Importance* - Staff must know they have a responsibility to communicate clearly with customers regarding all allergens on site (not just Gluten)
- *Gluten Sources* - Staff must know sources of Gluten and how best to prepare the area
- *Customer Confidence* - Your 'front of house' staff set the tone to your customers. Make sure they are confident in their answers.
- *Cross Contamination* - Staff must know the importance of correct storage of gluten & gluten free products
- *Cleaning* - All areas must be clean before a Gluten Free product can be safely produced.
- *Food Labelling* - train your staff to be happy to check labels to ensure which ingredients contain which allergens.
- *Know your facts* - Ensure your staff know its better to say to a customer they need to check a detail, than to guess. When dealing with any inquiry they must be certain they are providing accurate information
- *Gluten Free Expert* - To this ends consider appointing one member of staff who is trained as a gluten free 'expert'
- *Guidelines* - write down all the requirements your site has for producing gluten free and make sure you enforce it. Make sure your staff have signed that they have been trained.
- *Refreshers* - make sure you keep up to date with training your staff, and refresh their training
- *No Gluten Containing Ingredients or Gluten Free ?-* Just because the ingredient declaration doesn't contain a Wheat allergen, it doesn't mean that it is Gluten Free. Make sure you are confident of the status of your ingredients.



# Legal Considerations

Law states that food can be labelled as:

**Gluten Free** - suitable for those with Coeliac disease, no more than 20ppm (parts of gluten per million)

**Very low Gluten** - 21-100 parts of gluten per million. Under professional dietary advice some Coeliacs can eat small amounts of these foods.

The new guidelines mean the phrase '**suitable for Coeliacs**' MUST be used alongside either 'Gluten Free' or 'Very Low Gluten'. It can no longer be used as a stand alone phrase

The above law came into force on 1<sup>st</sup> January 2012, meaning only products with less than 20ppm gluten could be labelled or sold as gluten free.

However, you do not have to test each product produced. If you are buying your ingredients from a reputable and trusted company, and ensure that the environment that they product is produced in prevents contamination, this is generally considered sufficient.

You may consider it a worthwhile investment to carry out some tests as an extra reassurance that the staff training is sufficient. In house tests are easily available online, or external laboratory testing for gluten is easy to source.

Ensure that you adjust your existing HACCP paperwork to include gluten free products, and that you have:

- Documented procedures for how to produce gluten free products
- A breakdown of the ingredients (and allergens) used in all the products produced on site
  - Information on how the ingredients are stored and handled
  - Clear information on cleaning and staff hygiene procedures
- Staff training records for the above, and any additional certificates of training

# Gluten Free Products



Premium Pork  
Uncomplicated flavour profile that lets the meat shine.



Cumberland  
A classic cumberland with oodles of added herbs



Porkie Leekie  
Loads of leeks, and a hint of pepper and herbs



Old English  
Our award winning mix of herbs, onion & pepper now suitable for all



Beef & Horseradish  
Brimming with Horseradish, this gently tinted product looks and tastes great.



Pork & Apple  
Packed with apple pieces, and complemented by cinnamon and pepper.



Hot & Spicy  
A sharp and clean heat that does what it says on the tin



Honey Roast  
A simple, sweet flavour profile ideal to appeal to families.



Cracked Black Pepper & Juniper  
This is a sophisticated and light flavour that complements lamb perfectly.



Beef  
A high quality mix with subtle spices to enhance the flavour of the meat



Beef & Onion  
A meaty classic now brimming with the classic extra



Pork & Apple  
Lots of apple chunks for excellent flavour



Game  
Perfect for venison, partridge and pheasant



Lamb  
A gluten free version Of our multi award winning mix



Kofta Kebab  
Cumin and mint are the key players in this mix

# Gluten Free Products



Tikka Masala  
The ultimate rich glaze  
Not too spicy.



Sticky Maple  
Sweet, sticky maple, the  
obvious choice for chicken



Sweet & Sour  
The perfect complement  
for pork



"Bourbon" BBQ  
BBQ flavours with  
a hint of Whiskey



Hot & Spicy  
Our hottest glaze yet



Chipotle Chilli  
A smoky chilli glaze  
with an excellent colour



Garlic Butter  
Subtle, sweet garlic  
with a creamy butter  
background



Apple Caramel  
Natural apple flavour,  
with a strong sweetness.  
Perfect for pork ribs



Peking  
With star anise and a rich  
red colour for striking visuals



Fresh Mint  
Lots of rubbed mint and a  
balance of sweet &  
sharp notes



BBQ  
Sweet & Smoky notes  
for a distinctive BBQ flavour



Lemony Garlic  
Lemon oil gives a punch  
of sharpness with the  
sweetness of the garlic



Tandoori Hot  
A truly hot glaze, with plenty  
of curry spices to add a depth  
of flavour



Honey Mustard  
Sweet honey, and sharp  
mustard with an  
attractive yellow  
colour



Cranberry, Chestnut  
& Apple  
Not just for Christmas,  
a classic combination  
of cranberries and chestnuts



Lemon, Parsley & Thyme  
Light, herby flavours a  
sophisticated pairing  
with poultry.



Whiskey & Honey  
A kick of whiskey,  
blended with sweet honey.  
Lets call it medicinal.



Cranberry & Orange  
Bitter orange oil with  
sweet cranberries.  
Works well with game.



Sage & Onion  
The classic combination  
now available to all  
your customers

# About & Contact list

Leonards is a high quality manufacturer of seasonings for all areas of the food industry, now run by the second generation of the family.

Having produced a range of award winning sausage & burger mixes, kebabs and glazes for the last two and a half decades Leonards are a name to trust. The complete mix ranges (Gourmet and Gluten Free) ensures that you receive a consistently good product, just by adding meat & water.

With a speciality in bespoke blends for the trade, Leonards have recently launched two new ranges of seasonings (Perfect Prime & Simply Seasonings) to meet the needs of our butchers.

To try any of our products contact us on:

**Phone: 01825 760262**

**Email: [info@leonards.co.uk](mailto:info@leonards.co.uk)**

**Twitter: [@LeonardsUK](https://twitter.com/LeonardsUK)**

