



# Authoritative Expert Quotes

From the Creators of the *Let's Eat Out!* Series



## TRAVELER

**Traveling with Food Allergies—  
Beth Lizardo—Smart Traveler:  
Expert Opinion**

Kim Koeller, co-author of *Let's Eat Out!*, offers these tips for dining out while traveling. Prepare: "If you use an allergy medication, have it on hand at all times. Those who require an EpiPen—used to treat anaphylaxis—should carry a doctor's note."

Request: "When traveling by plane, request a special meal and always pack snacks in case of delays. If your allergies are contact-based, ask to pre-board and wipe down your seat and the one next to it." Communicate: "Well-trained restaurant staff will be receptive to your needs and always double-check that your requests have been met."

## foodservice **Working Around Allergies**

"It has to be a collaborative process with hospitality and consumers. Education, communication, preparation and having an action plan if there's an emergency are key to safe eating." Kim Koeller points out that New Zealand and Australia are world leaders when it comes to labeling—having first instituted product labeling laws in 2002, followed by the European Union in 2005 and the US in 2006.

## Allergic Living

**Cheers are Pouring in for Gluten-Free Beer—Amy Brown-Bowers**

Kim Koeller, author and president of the educational firm GlutenFree Passport®, served as the North American representative and a bartender at the first-ever gluten-free beer festival in the UK. "Just to be able to pour gluten-free draft beer and seeing the looks on everyone's faces—it truly was fabulous."

## LIVING WITHOUT

**Allergy-Friendly Dining Out—Beth Hillson**

According to Kim Koeller, president of GlutenFree Passport® and an expert on special diet trends, "The repeat loyal customer is amazing!" Citing market research her company conducted recently, she adds, "92% of gluten and allergen-free guests will return frequently to the same eating establishment after a positive eating-out experience."

"Gluten-free and allergen-free guests are a profitable and loyal market globally," she says. "There's a terrific opportunity for increased revenues when food service professionals 'get it' and customers feel safe."



**Dining Out Worry-Free—  
Cindy Heroux**

"In order to feel safe eating out everywhere, it's all about education, preparation and communication," says Kim Koeller, president of GlutenFree Passport and author of the award-winning *Let's Eat Out!* series. "Educate yourself on what you can and cannot eat, be prepared to inquire about at least 2 or 3 potential menu items and know what questions to ask about the dish based upon ingredients, culinary practices and food preparation."



**Uncharted Treat Territories:  
Go Gluten-Free and Watch  
Profits Soar—Patricia McCartney**

Proprietary research contained in the report *Understanding Gluten and Allergen-Free Experiences Worldwide* indicate 62% of hospitality and food service respondents view afflicted guests as a new and profitable consumer segment. "Once gluten and allergen-free guests feel safe and satisfied with their eating experience, more than 80% return, reflecting an extremely loyal and repeat customer base," says Kim Koeller, GlutenFree Passport® President and CEO.



**Have Food Allergies, Will Travel—  
Inga Stuzner**

Discovering the full extent of her food sensitivities hasn't stopped Kim Koeller, the Chicago native, from dining out in more than 25 countries, the most notable being Russia. "The approach to eating out safely is a collaborative process between guests and restaurants. When you're eating out and traveling, there are three key things to remember: education, communication and preparation."



**Safe Dining with the Big 7**

Safe dining is vital for the millions of people living with food allergies. Kim Koeller and Robert La France teach food operators seven simple ways they can cater to this growing segment:

1. Educate staff about special diets
2. Identify ingredients & preparations for modifications
3. Understand guests' dietary needs and discuss menu
4. Facilitate accurate understanding of the order
5. Ensure fulfillment of special order
6. Deliver and confirm that meal meets requirements
7. Follow up with guests to ensure safe experiences

