

## FreeFrom Food Potential £100 Million Untapped Market

Monday 2 September, 2013

A £100 million untapped freefrom food service market - and that is for gluten-free food alone!

Coeliac UK, the leading gluten-free charity, estimates that the as yet untapped market for gluten-free food alone tops £100 million - and that is not including those who want or need to eat dairy-free, or nut free or egg free. An appealing figure...

As of December 2014, all food service outlets will need to be able to provide information about any of the major allergens in their food.

Under EU regulations coming into force in mid December 2014, all food service outlets will need to be able to provide accurate information to anyone who asks about the major allergens in their food. How well are food service outlets equipped to do this?

A problem? Yes, maybe - but also a terrific opportunity.

To help food service providers to both tackle the problem and to seize the opportunity, the Food and Drink Innovation Network has added a second day's seminar devoted to food service onto its annual and hugely popular 'freefrom' summit - on the 18th and 19th September in Daventry.

Co-chaired by Antony Worrall Thompson and Michelle Berriedale-Johnson, founder of the very successful FreeFrom Food Awards and now launching a new FreeFrom Eating Out Awards, with a raft of excellent speakers and first class networking opportunities - both days are 'must' for anyone seriously interested in the 'freefrom food' phenomenon.

For full details see the FDIN website [here](#).

We have a very few places left on both days for interested journalists. If you are one of those - please contact Jeffrey Hyman at the FDIN to arrange a place.

For more information on freefrom in general - Michelle Berriedale-Johnson

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