SORTED, CHEF.

GLUTEN-FREE SOLUTIONS FOR HOSPITALITY



A SORTED CHEF FIELD GUIDE / HOSPITALITY GROWTH

5 WAYS YOUR RESTAURANT COULD BE MISSING OUT ON GLUTEN-FREE CUSTOMERS

- The customers you aren't attracting.
- The tables you might be losing.
- The opportunity sitting right under your nose.

A practical guide for restaurants, pubs, hotels and hospitality businesses.

BY SORTED CHEF

More customers. Better kitchens. Smarter business.

01 / THE CUSTOMER YOU'RE NOT THINKING ABOUT



You're not losing one customer. You could be losing the entire table.

Picture this. A group of six friends are deciding where to eat. One of them has coeliac disease.

They want dinner together. Good food. No drama. So they start searching for somewhere that can cater for everyone.

If they can't easily find your menu online, or aren't confident you can cater for them safely, they'll choose somewhere else. Not just for today. But every time.

Coeliac Australia estimates 1 in 70 Australians are living with coeliac disease. That's around 380,000 people.

But the real number is much higher when you include those with gluten sensitivity, people supporting them, and those who simply prefer to avoid gluten.

This isn't a niche market. It's a significant and growing audience.

I'm suggesting that businesses should stop overlooking customers who are actively looking for somewhere they can eat with confidence.

> **THE QUESTION ISN'T WHETHER GLUTEN-FREE CUSTOMERS EXIST. IT'S WHETHER THEY'RE CHOOSING YOU.**
>
> **Make it easy for the whole group to say yes to your restaurant.**

02/ GIVE THEM A REASON TO COME BACK

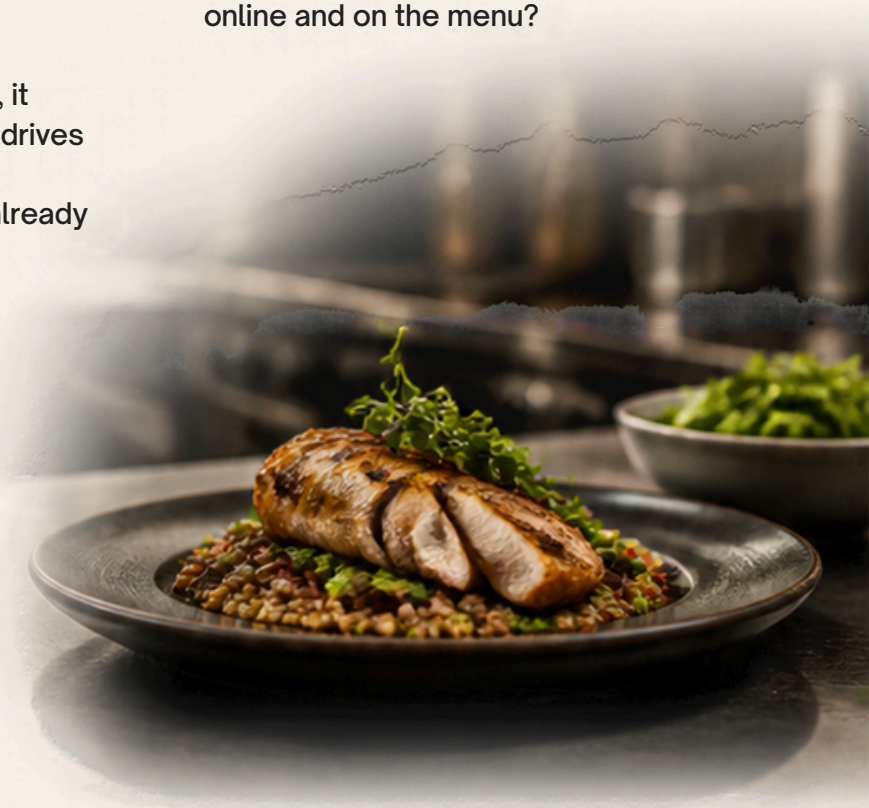
A token gluten-free option isn't a strategy.

Let's be honest. A lonely jacket potato, a dry salad or the same uninspiring dish every time isn't exactly an exciting dining experience.

CONSIDER:

- **Can customers choose?**
  Are there several appealing main courses, plus starters and desserts?
- **Are alternatives thought through?**
  Have gluten-free options been considered when developing new dishes?
- **Can staff explain the offer?**
  Can they accurately describe what's available and how it is prepared?
- **Can diners see it before they arrive?**
  Is your offer easy to find online and on the menu?

When your gluten-free offer is built with care, it shows customers they matter. It builds trust, drives repeat bookings and sets your venue apart. Sometimes it's about looking at what you're already doing and making smarter decisions.



> **A GOOD GLUTEN-FREE MENU SHOULDN'T FEEL LIKE A COMPROMISE.**
>
> **It should feel like a reason to book.**

03 / YOUR KITCHEN MIGHT BE THE PROBLEM

A good menu means nothing if the kitchen can't deliver it.

Here's where things get interesting. You might have a fantastic gluten-free menu on paper, but if your kitchen setup makes cross-contamination likely, you're setting yourself up for problems.

The solution isn't always expensive new equipment or complete kitchen redesign. It's about understanding your current operation and making smart, practical improvements where they actually matter.

Sometimes a few intelligent changes to equipment placement, workflow, storage and preparation arrangements can make a substantial operational difference.

FOUR AREAS WORTH LOOKING AT

PREPARATION

Are suitable preparation areas identified? Are surfaces and equipment appropriately cleaned? Are separate utensils available where required?

STORAGE

Are ingredients clearly identified? Is gluten-free stock protected from contamination? Are storage arrangements practical for the whole team?

EQUIPMENT

Are fryers, toasters, grills and other equipment suitable for the intended use? Are shared cooking arrangements properly assessed?

PROCEDURES

Does everyone understand the controls? Are procedures followed consistently, including during busy service?

> **THE BEST SOLUTION IS ONE THAT WORKS IN A REAL KITCHEN, ON A BUSY FRIDAY NIGHT.**
>
> Not just on paper.





04 / YOUR STAFF ARE PART OF THE PRODUCT

Confidence sells. Uncertainty sends customers elsewhere.

Imagine asking a waiter whether a dish is suitable for someone with coeliac disease. They disappear into the kitchen. They return looking uncertain. They ask another member of staff. Eventually, you receive an answer that doesn't exactly fill you with confidence.

Would you return?

Customer confidence is built through the entire experience, not simply the food on the plate.

Your staff need to understand:

- What gluten is and where it can be found.
- The difference between a gluten-free ingredient and a safely prepared gluten-free meal.
- How cross-contact happens.
- How to communicate accurately with customers about dietary requirements.
- What to do when they're unsure.

When your team feels prepared and empowered, customers feel safe and valued. That confidence translates into loyalty, recommendations and repeat business.

Training shouldn't be a tick-box exercise that everyone forgets by the following Tuesday. It needs to become part of how your kitchen operates.

> **A CONFIDENT TEAM CREATES CONFIDENT CUSTOMERS.**
>
> **Confident customers are far more likely to come back.**

05 / STOP WAITING FOR CUSTOMERS TO FIND YOU



You've improved the offering.
Now tell people about it.

Here's an opportunity that many restaurants overlook. There are people actively searching for somewhere to eat that can accommodate gluten-free requirements.

Local Facebook communities, coeliac groups, social media, online listings and word of mouth can all help put your business in front of them. But simply adding a gluten-free symbol to your menu isn't a marketing strategy.

FOUR WAYS TO GET VISIBLE

Get visible locally. Make sure your business shows up in local searches, maps, directories and community groups where people are asking for recommendations.

Give people something worth sharing. When guests have a great gluten-free experience, encourage them to leave reviews, tag your business and tell their friends.

Use social media properly. Show real dishes, real guests and real stories. Consistency and authenticity build trust.

Build relationships. Connect with local coeliac groups, attend food events and position yourself as part of the gluten-free conversation.

THE BOTTOM LINE

**Gluten-free isn't just a dietary requirement.
It's a business opportunity.**

The restaurants that grow aren't just the ones with the best food. They're the ones that get found, get chosen and get recommended. Make sure you're one of them.
That's where I come in.

SORTED CHEF.

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SORTED CHEF
THE PRACTICAL DIFFERENCE

Advice is useful. Getting it done is better.

I'm the person behind Sorted Chef. With over 30 years in professional kitchens and 20 years of personal experience living with coeliac disease, I understand both sides of the pass.

I've owned a pub, adapted menus, solved real problems and built kitchens that work. I know what it takes to run a business that serves great food without cutting corners.

I've worked in independent kitchens, in management and training roles, and I've seen what works and what doesn't.

I don't just advise. I work alongside the business, helping teams build better systems, sharper menus and stronger customer confidence.

I'll help you find the right solution for your business.

LET'S GET YOUR BUSINESS SORTED.

START WITH A FREE GLUTEN-FREE OPPORTUNITY REVIEW

Let's take an honest look at what you're offering, what could be improved and where your business might be missing out.

No obligation. No hard sell. Just practical advice and a conversation about what your business could achieve.

SORTED CHEF

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Website: SortedChef.co.uk

This guide provides general business and operational guidance.
It does not constitute legal or food safety advice.
Gluten-free claims must be supported by appropriate controls, including protection against cross-contact.