



PR Newswire

## **80% Of Customers Eat Out Less Due to Food Allergies and Celiac / Coeliac Disease Impacting Quality of Life**

05.06.08, 7:01 AM CST

### Landmark Global Market Research Reveals

CHICAGO, May 6, 2008/PRNewswire/ -- Over 2,700 consumers and businesses from 35 countries participated in the new three-dimensional research study—*Understanding Gluten and Allergen-Free Experiences Worldwide*. The international findings deliver an innovative 360 degree view of market trends and expectations based on quantitative & qualitative insights from customers living with food allergies, celiac / coeliac and/or gluten-free diets, as well as food service providers.

There are currently 300+ million individuals worldwide managing special diets, resulting in decreased quality of life, lack of empirical market data and a void in general public awareness. To address these challenges, AllergyFree Passport® and its affiliate GlutenFree Passport® leading health consulting firms, exclusively sponsored and funded this pioneering initiative, supported organizations around the world.

The unique research, released today in commitment to global food allergy and celiac / coeliac awareness initiatives throughout May, indicates that all aspects of “quality of life” and society are significantly impacted by gluten & allergen-free diets. Guests eat out and travel less due to concerns including the safety of their meals and lack of knowledgeable hospitality personnel.

There is also a tremendous gap in perspectives of understanding special diets between consumers and providers. While gluten & allergen-free guests represent a profitable and loyal customer base, businesses are missing opportunities to capture this valuable market.

“We envision the empirical data, coupled with thousands of qualitative insights will drive change throughout the world improving the quality of life and expanding industry revenues,” states Kim Koeller, President of AllergyFree Passport®. “Training for food service and medical professionals, better tasting products and increased public awareness are the top priorities for a global call to action!”

Widespread understanding of special dietary needs by business, schools, healthcare providers and consumers is crucial going forward for this exploding, yet under-represented segment of the global population!

For a complimentary executive summary, the detailed 60+ page research report or more information, visit [www.allergyfreepassport.com](http://www.allergyfreepassport.com) or [www.glutenfreepassport.com](http://www.glutenfreepassport.com). For the world’s largest directory of gluten-free establishments, visit [www.glutenfreeonthego.com](http://www.glutenfreeonthego.com).

As global experts and creators of the award-winning book series, *Let’s Eat Out! Your Passport to Living Gluten and Allergy Free*, consultants from GlutenFree Passport® and AllergyFree Passport® deliver innovative solutions for hospitality, travel, products and healthcare clients worldwide.





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