



Press release

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Associazione Italiana Celiachia

Summer 2006: Autogrill introduces celiac menus

- A pilot phase in ten locations will be extended to another 20 in autumn. Over 100 points of sale to be equipped by 2007

Milan, 19 May 2006 – Starting 21st June, Autogrill will introduce dishes and products for celiac sufferers in points of sale on high-traffic sections of motorways in central and northern Italy and at Malpensa Airport.

Promoted by the Italian Celiac Association (AIC) and scrupulously implemented by Autogrill, the project offers a full menu for travellers with gluten intolerance in a context where their specific needs are not normally met. This means that people on gluten free diets now have a wider choice when eating out. The AIC, in fact, has been campaigning for years to educate private f&b operators, school canteens and any other operators in a position to make life easier for people with serious diet problems.

Ten points of sale will be involved in the start-up phase. Over the summer, Autogrill will develop organizational procedures ensuring optimum service for the new offering, even in this peak traffic period. When autumn comes, the initiative will be extended to another 20 locations in central-southern Italy, mainly in travel channels (motorways, airports, railway stations) but also in shopping centres and city high streets. In 2007, over a 100 other Autogrill locations will be upgraded with the new celiac offering.

The points of sale involved will be furnished with special food products and equipment (eg. microwave ovens) and personnel will be trained of in celiac food treatment and preparation by Autogrill instructors and AIC specialists.

Acafé snack-bar breakfast offering

Autogrill has developed a full **breakfast menu** for its Acafé snack bar: in addition to coffee/cappuccino and fresh fruit juices (gluten-free products), there's the **Magdalena croissant** (Schär), in individual packets for taking away or eating in the café.

Ciao restaurant offering

Ciao restaurants will be providing **three first courses** carrying the AIC label (an ear of wheat with a cross through it): cannelloni with ricotta and spinach, gnocchi in tomato sauce and tortellini with cream and ham (DSfood s.r.l.). These products will be served in individual-portion packagings which celiac consumers can then finish cooking in the microwaves provided in the seating areas.

As for **second courses**, all Autogrill locations already have gluten-free products (grilled meat, cheese, etc.), which personnel will now be able to offer without risk of contamination, thanks to their AIC training. A further range of dishes is currently under study and will be reported on in another press release in the near future.



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Ciao's **fruit and vegetables** assortment includes fresh salads, whole fruit and fruit salads, which are all compatible with the gluten-free diet observed by celiacs.

A1

BOLOGNA-FIRENZE (both directions)	CANTAGALLO (Bo-Fi, Bo)
MILANO-BOLOGNA (both directions)	ARDA (Mi-Bo, Pc)
FIRENZE-ROMA (both directions)	CHIANTI (Fi-Roma, Fi)
ANCONA-BOLOGNA	BEVANO EST
BOLOGNA- ANCONA	BEVANO OVEST
ROMA-NAPOLI	LA MACCHIA OVEST (Roma-Na, Fr)

A4

BRESCIA-PADOVA (both directions)	SCALIGERA (Bs-Pd, Vr)
BRESCIA-PADOVA (both directions)	LIMENA (Bs-Pd, Pd)

A22

BRENNERO-VERONA	ADIGE BRENNERO OVEST
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Airports

	MALPENSA 2000 (Va)
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