

[peanutfreerd.org](http://www.peanutfreerd.org)<http://www.peanutfreerd.org/2012/04/20/win-win-if-you-sell-food-maximize-your-customer-base-by-analyzing-the-foods-you-offer-compared-to-common-dietary-restrictions/>

WIN-WIN! If you sell food, maximize your customer base

Restaurants, food markets, and other establishments that sell food can maximize their customer base by offering foods that will fit most dietary restrictions. There are many common dietary restrictions for different reasons, but regardless of the reason keeping restriction is important to the person also known as a potential customer. Persons with dietary restrictions frequent places that they have had good experiences such as having options of safe or allowed foods to eat! **WIN!**

Diet restrictions can be a result of a food allergy or intolerance, a lifestyle choice, a medical condition, a cultural and/or religious belief, or personal preference.

Common dietary restrictions include:

Food Allergies top 8 food allergens (egg, milk, fish, shellfish, tree nuts, peanuts, wheat, and soy)

Lactose Intolerance

Gluten Intolerance (no wheat, barley, rye, and contaminated oats)

Diabetes (carbohydrate controlled, avoid added simple & added sugars)

Vegetarian (a meat restriction is most common food restriction among religions)

Vegan (no animal products)

Halal and Kosher foods



Businesses who sell food or food products can conduct an analysis of the foods they sell compared to common dietary restrictions listed above. The goal is for a **WIN-WIN** situation where customers with foods restrictions have options and those selling food sell and make money! It would be easy to create a database or Excel spreadsheet to determine the number of foods offered and for which common dietary restriction the food item would be acceptable. This may provide insight to an untapped market as well. Some foods sold can meet the needs of many restrictions, such as offering soy milk as an option for those with lactose intolerance, milk allergy, vegan (no animal products), and more.

Eating is often a social activity where if one or more persons has a dietary restriction than this may determine where a group may choose to eat out or purchase their food. I know when I eat out with my friends and family we have to go to a place that can accommodate my dietary restrictions! This is a **WIN** for businesses. If businesses offer foods that meet most dietary restrictions they will be thought of and frequented more often which means more money!

Taking some time to think about offering choices or altering your preparation methods to increase people who can buy your foods can mean happy people and making money. **WIN-WIN!**

