



Meeting the Needs of Diverse Consumers with Food Preparation Training

Solution

Halal food preparation is emerging as an important part of the foodservice landscape. Not only are the number of Muslim patrons increasing, but non-Muslim diners are also increasingly seeking Halal food as it has come to represent high quality ingredients and cleanliness in preparation. With implementation of **Halal eStart™**, your food handling and preparation staff will learn the guidelines and protocols necessary to provide Halal food to your customers.

Advantages

Halal foods have risen dramatically in popularity among non-Muslims in recent years due to the strict guidelines surrounding the upbringing of the animals involved and the cleanliness standards required. Many non-Muslims seek out Halal certifications as an equivalent label for organic, non-GMO and grass-fed designations. Providing instruction in Halal food preparation- and thereby offering Halal foods- allows for your operation to demonstrate adherence to specific protocols and serve a typically underserved population while filling a growing niche market focused on natural diets and the elimination of by-products.

Investment

Halal eStart™ is available for \$199.00 per location for 1 year. For this purchase price, a location will receive access to the course for 30 employees as well as the benefits of the Learning Management System for record management and data storage of the operation's training statistics.

Halal eStart™

Understanding the Concepts and Protocols of Halal

Key Takeaways:

- **What Foods are Halal?**
- **Preparation of Halal Foods**
- **Cross Contamination**
- **Presentation & Storage**
- **Other Foods & Alcohol**

Get started today. Visit:
<https://foodservicetrainingportal.com/halal>
for more information.