

**MEDIA  
PLANET**

NOVEMBER 2009

# Celiac Disease

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## CONTENTS

- 2 Celiac Disease: Are You the One?
- 3 Celiac: A Dangerously Deceptive Disease
- 4 Do You Have Celiac Disease?
- 5 Going Gluten-Free
- 6 Bolstering Nutrition
- 8 Bring on the Beer!
- 8 Happy (Gluten-Free) Holidays!
- 9 Product Showcase: Festive Foods For the Holiday Season
- 10 The Food Industry Responds
- 11 Dining Out Worry-Free
- 11 Hope is on the Horizon

## MEDIA PLANET

### CELIAC DISEASE

Publisher: Luciana Colapinto  
luciana.colapinto@mediaplanet.com

Contributor: Cindy Heroux RD  
cindy@speakingofwellness.com

Design: Carrie Reagh  
carrie.reagh@mediaplanet.com

Photos: ©iStockphoto.com

For more information about supplements in the daily press, please contact:  
Kayvan Salmanpour, 1 646 922 1400  
kayvan.salmanpour@mediaplanet.com

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# Celiac Disease: Are You the One?



Elaine Monarch

BY: ELAINE MONARCH, FOUNDER/EXECUTIVE DIRECTOR, CELIAC DISEASE FOUNDATION

The rate at which celiac disease is diagnosed often depends on the level of the physician's awareness and knowledge of the disease. Research indicates that a celiac patient can see a succession of physicians and specialists over an average period of 9 years before the true source of their illness is accurately diagnosed and treated.

newly diagnosed individuals, including relief from years of not knowing what was wrong, and confusion in trying to understand what celiac disease is.

Typically, this means 9 years of worsening symptoms, new and potentially dangerous complications, compromised health and lifestyle, added medical costs, confusion, and anxiety.

Celiac disease affects ONE percent of the U. S. population—ARE YOU THE ONE? The celiac population in the U. S. is severely under diagnosed. Awareness, education, and support services remain the top priorities of the Celiac Disease Foundation.

There are two steps to diagnosing celiac disease. The first is specific blood tests that measure antibodies; the second is a small bowel biopsy to identify intestinal damage.

Hearing the news from your doctor that "you have celiac disease" sets off a chain reaction of emotions for most

psychological and physical well-being is restored. Currently the only therapeutic option is permanently excluding "gluten"—the common name for the proteins in specific grains that are toxic to persons with celiac disease. These proteins are found in all forms of wheat (including durum, semolina, spelt, kamut, einkorn, and faro) and the related grains, rye, barley, and triticale. Research is currently in the early phase but holds the prospect for additional therapies. Celiac disease is not a food allergy. For a celiac, eating gluten-free is not a fad diet, it is a lifelong lifestyle.

Eliminating gluten causes clinical symptoms to disappear, and allows intestines to return to normal, so nutrients are absorbed and utilized and

psychological and physical well-being is restored.

Newly diagnosed celiacs express concern about the dietary limitations and restrictions. CDF offers support and guidance with this learning process. A variety of naturally gluten-free foods may be consumed. These include plain meats, poultry, fish, eggs, nuts, legumes, milk, yogurt, cheeses, fruits and vegetables, as well as a variety of grains and starches, amaranth, buckwheat, corn, flax, millet, quinoa, rice, sorghum and teff.

We are seeing an interest by mainstream manufacturers who want to change their ingredients and manufacturing processes to be gluten-free and add a variety of choices to the GF lifestyle. But, there will be no consumer to buy these products unless we can increase the rate of diagnoses. Are You the One?



For more information on celiac disease, diagnosis and treatment please visit [www.celiac.org](http://www.celiac.org) or call 1-818-990-2354.

“Celiac disease is not a food allergy. For a celiac, eating gluten-free is not a fad diet, it is a lifelong lifestyle. Eliminating gluten causes clinical symptoms to disappear...”

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Alba Therapeutics is focused on the discovery, development and commercialization of pharmaceutical products to treat autoimmune/inflammatory diseases. Alba is committed to helping improve the lives of people with celiac disease through increasing awareness and diagnosis while focusing on the discovery and development of innovative therapies for patients with celiac disease.



# Celiac: A Dangerously Deceptive Disease

Celiac (see-lee-ak) disease is an inherited autoimmune disease triggered by eating foods that contain gluten, a protein found in wheat, rye, and barley. Left untreated it can lead to nutritional deficiencies, neurological disorders, even cancer, yet 97 percent of the estimated 3 million Americans affected by celiac disease don't know they have it.

**W**hen a person with celiac disease consumes gluten—or any of the thousands of products that contain it—the body's immune system goes into overdrive and starts attacking the very body it was designed to protect, especially the lining of the small intestine. The resulting inflammation and damage impairs the gastrointestinal tract's ability both to absorb nutrients and to act as a barrier against harmful substances. The most common symptoms of celiac disease are bloating, cramps, constipation or

diarrhea, but what makes this disease so difficult to recognize is that many people with celiac don't have gastrointestinal symptoms. Instead they may suffer from depression or mood swings, arthritic-like symptoms, rashes, anemia, infertility or no symptoms at all.

According to Stefano Guandalini MD, Professor of Pediatrics, Chief, Section of Gastroenterology, University of Chicago Comer Children's Hospital and Founder & Medical Director, The University of Chicago Celiac Disease Center "The multiple ways in which

celiac disease can manifest itself is one reason why so many people who have the disease remain undiagnosed." Lack of awareness and misinformation are also reasons. "As recently as the 1990s many medical textbooks still said that the prevalence of celiac disease was 1 in 10,000 and that it presents with severe GI symptoms," says Dr. Guandalini, "so many physicians fail to think about the possibility of celiac disease." Consequently, it can often take a decade or more for some patients to be accurately diagnosed.

A delayed diagnosis means delayed treatment and delayed treatment puts patients at risk of developing nutritional deficiencies, osteoporosis, infertility and lymphoma. They are also 10 times more likely to develop other autoimmune diseases such as Type 1 diabetes, thyroid disease, or autoimmune liver disease. These are serious concerns, especially when you consider that celiac disease affects 1 in 100 Americans and appears to be on the rise in both North America and Europe. "When studies use correct immunological criteria, we are seeing a true increase in prevalence" says Dr. Guandalini. "In Finland, it doubled from 1 percent to 2 percent in twenty years."

If you suspect that you might have celiac disease, talk to your doctor before removing gluten from your diet. A gluten-free diet is currently

the only treatment for celiac disease, but in order for testing to be accurate and to distinguish true celiac disease from less serious conditions such as gluten sensitivity, you must be consuming gluten. The consequences of undetected celiac disease are too serious to attempt self-diagnosis.

“Consequently, it can often take a decade or more for some patients to be accurately diagnosed.”

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# Do You Have Celiac Disease?

**CAUTION:** If you suspect that you might be one of the 3 million Americans suffering from celiac disease, **DO NOT** remove gluten from your diet before being tested. Doing so can lead to inaccurate test results and misdiagnosis.

A helpful checklist of symptoms associated with celiac disease can be found at the National Foundation for Celiac Awareness's website [www.CeliacCentral.org](http://www.CeliacCentral.org). However, because they vary so widely or may not be present at all, symptoms alone cannot be relied upon for diagnosis. Accurate diagnosis of this stealthy illness involves:

1. Blood tests. Blood is tested for the presence of antibodies specific to celiac disease including IgA endomysial, (EMA) and IgA tissue transglutaminase (tTG). Because

IgA deficiency is common in celiac disease, total serum IgA should be tested as well. These tests are for screening purposes only. Accurate diagnosis requires a small bowel biopsy.

2. Small bowel biopsy. When a person with celiac disease consumes gluten, the immune system attacks the small intestines leading to villous atrophy, the flattening of tiny fingerlike projections that line the intestine and absorb nutrients. Biopsy involves taking small samples of this tissue to determine the

presence and extent of disease.

3. Optional genetic testing. Celiac is an inherited disease. While not a definitive test for active celiac disease, genetic testing can be used to determine if family members of people diagnosed with celiac also carry the HLA-DQ2 and HLA-DQ8 genes associated with the disease. Those who do should be screened regularly. DNA testing can also be used to rule out celiac disease in those who were following a gluten-free diet prior to testing.

#### Advances and Improvements in Testing

New tests help doctors identify risk more accurately, screen more rapidly and treat more thoroughly.

Beyond simply supplying a "yes" or "no" answer as to the presence of celiac genes, Prometheus Labs stratifies

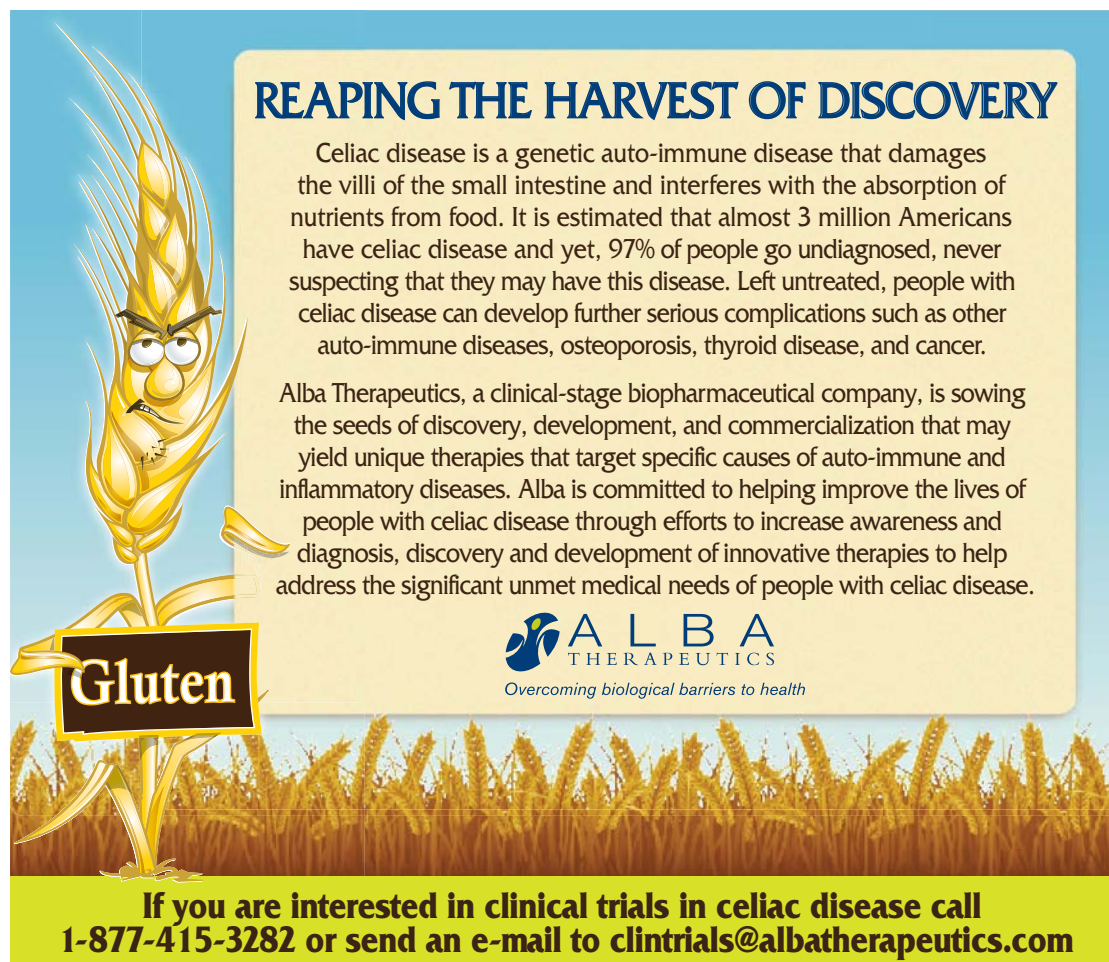
the results of DNA testing providing a more detailed assessment of a patient's true risk of developing celiac disease. They are also the first company to offer a do-it-yourself saliva-based genetic test kit for consumers available at [www.MyCeliacID.com](http://www.MyCeliacID.com).

The Biocard Celiac Test Kit from 2Gpharma Inc. provides a simple test for the detection and monitoring of celiac antibodies. Unlike traditional serology tests that must be sent to a lab, the Biocard Celiac Test Kit delivers rapid results with a simple finger stick enabling physicians to identify candidates for further testing and monitor patients right in their offices. The kit has been approved for use in Canada and is available direct to consumers in Canadian pharmacies. 2Gpharma is working with the FDA for US approval.

Individuals with celiac disease often

have additional food sensitivities that contribute to gastrointestinal inflammation and impairment. Identification and removal of additional trigger foods from the diet along with gluten may improve response to the gluten-free diet. Signet Diagnostic Corp offers the LEAP\_MRT blood test that measures reactivity to 150 different foods and ingredients at [NowLeap.com](http://NowLeap.com).

“...because they vary so widely ...symptoms alone cannot be relied upon for diagnosis.”



## REAPING THE HARVEST OF DISCOVERY

Celiac disease is a genetic auto-immune disease that damages the villi of the small intestine and interferes with the absorption of nutrients from food. It is estimated that almost 3 million Americans have celiac disease and yet, 97% of people go undiagnosed, never suspecting that they may have this disease. Left untreated, people with celiac disease can develop further serious complications such as other auto-immune diseases, osteoporosis, thyroid disease, and cancer.

Alba Therapeutics, a clinical-stage biopharmaceutical company, is sowing the seeds of discovery, development, and commercialization that may yield unique therapies that target specific causes of auto-immune and inflammatory diseases. Alba is committed to helping improve the lives of people with celiac disease through efforts to increase awareness and diagnosis, discovery and development of innovative therapies to help address the significant unmet medical needs of people with celiac disease.

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## Celiac Disease Myths

- MYTH 1:** Eating too much bread and pasta can lead to celiac disease.  
**FACT:** Celiac disease is a genetic, inherited disease.
- MYTH 2:** Celiac disease is an allergy to wheat.  
**FACT:** Celiac disease is an autoimmune disease that is triggered by gluten, a protein found in wheat, rye and barley. It is different from wheat allergy or gluten sensitivity.
- MYTH 3:** Celiac disease is rare.  
**FACT:** Celiac disease affects 1 in 100 or an estimated 3 million Americans.
- MYTH 4:** People with celiac disease always have gastrointestinal symptoms like bloating, gas and diarrhea.  
**FACT:** People with celiac may have no GI symptoms at all.
- MYTH 5:** The easiest way to know if you have celiac disease is to simply remove gluten containing foods from your diet and see what happens.  
**FACT:** The only accurate way to test for celiac disease is with a blood test and a small bowel biopsy. Removing gluten from the diet before testing can lead to false results.
- MYTH 6:** Celiac disease can be treated with medication.  
**FACT:** The only treatment for celiac disease at this time is strict adherence to a gluten-free diet.



# Going Gluten-Free

Going gluten-free is serious business. It's not just another fad diet to be tried in hopes of losing weight or staying young. Currently, it is the only medical treatment for a serious illness and must be followed precisely. Exposure to even tiny amounts of gluten can cause severe reactions in sensitive individuals.

**A**voiding gluten can be challenging. "Gluten is found in a wide variety of foods, not just baked products, cereals and pastas, but also in soups, sauces, seasonings, prepared meats, herbal teas, candy and snack foods," says Shelley Case, RD, one of the leading experts on celiac disease in North America and a member of Medical Advisory Boards on Celiac Disease in both the US and Canada. "Avoiding gluten entirely means knowing where to find it, how to identify it on food labels and also how to avoid cross contamination between gluten-free and gluten-

containing food during storage, preparation and serving."

Complicating things further is the constant influx of new products into the gluten-free marketplace and the plethora of companies, websites and celebrities jumping on the gluten-free bandwagon. "It's critical to stay current on the latest research, recommendations and products," says Case. "And to have accurate information." Whether or not oats are safe to eat on a gluten-free diet is a perfect example. "The safety of oats has been widely debated for many years. Recent research has revealed that

most people with celiac disease can tolerate pure, uncontaminated oats," says Case "but not in all situations."

It's important to remember that having celiac disease doesn't make someone a medical expert and the absence of gluten-containing ingredients on a label doesn't mean a food is safe to eat. Shelley's best selling book, *The Gluten-Free Diet, A Comprehensive Resource*, now in its fourth edition, is one of the most trusted guides for professionals and consumers alike. Other reliable sources for information are the Celiac Disease Foundation, Gluten Intolerance Group,


National Foundation for Celiac Awareness and the Celiac Sprue Association. However, books and websites alone are not enough. "To successfully adapt to the gluten-free lifestyle and master the complexities of the diet, consultation with a


registered dietitian is essential," says Shelley. Especially since getting it right can mean the difference between feeling fabulous or suffering the serious health complications associated with celiac disease.

“To successfully adapt to the gluten-free lifestyle and master the complexities of the diet, consultation with a registered dietitian is essential.”



**THAI KITCHEN**


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# Bolstering Nutrition

The combination of malabsorption caused by damage to the intestines and the removal of all foods containing wheat, rye and barley from the diet puts people with celiac disease at high risk for developing nutritional deficiencies. They are prone to anemia resulting from iron, folate and B12 deficiencies, loss of bone mass from insufficient calcium and vitamin D, and often don't get enough dietary fiber. Careful attention must be paid to ensure that foods aren't just gluten-free but also nutritious.

"Many gluten-free products are made from rice flour, potato starch, cornstarch, and tapioca which are low in nutrients are not often fortified," says Carol Fenster Ph.D, author of *1,000 Gluten-Free Recipes; Gluten-Free Quick & Easy*; and the gluten-free recipe expert behind GFreeCuisine.com "We can boost protein and fiber intake by using nutrient-dense flours such as sorghum and bean, or ancient grains such as quinoa, buckwheat, amaranth, millet, teff, or Montana™ instead." The

new multi-grain bread from French Meadows Bakery is a great example of how using a blend of whole grains can improve the nutritional profile of a product with delicious results. Another is Crunchmaster Multi-Seed Crackers. Made from California brown rice and four nutritious seed grains (sesame, quinoa, flax and amaranth), these 100 percent whole grain crackers are also low sodium, low saturated fat, trans fat free, cholesterol free and low in sugar.

Dairy products are a traditional source of calcium and vitamin D, but

people with celiac disease are often lactose intolerant due to damage in the small intestine. Vitamin D can be found in fish, but supplements are often required. Leafy greens, beans legumes and broccoli are good non-dairy sources of calcium, but if you can't imagine life without cheese, Lisanatti® makes a line of vegetarian cheese alternatives known for their exceptional texture, flavor, and melting performance. Made with certified organic almonds, Basmati and brown rice or soybeans, they contain no cholesterol, gluten, lactose, saturated

fats, or trans-fats, yet a 1 oz. serving provides 25 percent of the RDA for calcium in just 60 calories.

Paying attention to calories is important on the gluten-free diet. People who struggled to keep from losing weight prior to being diagnosed are often shocked at how easily they can pack on the pounds once their intestines heal and they start absorbing all those calories that used to just pass right through.

Even with a nutritious diet additional nutritional support is often advised for Celiac patients. As is the

case with food products, it is imperative that supplements, bars and beverages also be gluten-free. "We use dedicated gluten-free manufacturing to prevent cross contamination and test our shakes to guarantee they are gluten-free," says David Towner, Vice President of OneSource Nutrition. Not surprisingly, OneSource's Optimal Nutrition, a natural nutritional drink that contains vitamins, minerals, protein and is 98 percent lactose free, was just awarded gluten-free certification.

"...calories are important on the gluten-free diet."

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# Bring on the Beer! Happy (Gluten-Free) Holidays!

Distilled alcohols, even the ones made from restricted grains, have always been an option for those on a gluten-free diet. So has wine. But much to the chagrin of sports fans, fraternity brothers and beer lovers everywhere, the world's most popular alcoholic beverage was definitely off limits.

**T**he distillation process removes gluten from hard liquor but the beer brewing process does not eliminate the gluten found in barley, a common ingredient in beer manufacturing. In order to create a gluten-free product that was both safe and palatable, brewers instead turned to grains that are naturally gluten-free such as sorghum, rice, millet and buckwheat.

"There are countless beer drinking occasions in which people with celiac disease could not participate"

says Brian Kovalchuk CEO of Bard's Tale Beer, the first company to bring gluten-free beer to market. "It's just not the same having a glass of wine while listening to a baseball game on your patio or after mowing your lawn." To craft a gluten-free beer that is indistinguishable from other beers, the folks at Bard's malt their sorghum. This extra step delivers the same traditional flavor and aroma beer lovers, gluten intolerant or not, expect. Cheers!



Family, friends, festivities, fun, and of course, food! These are the things everyone looks forward to during the holidays and people living gluten-free are no exception.

**H**oliday traditions and social soirées present unique challenges for the person living gluten-free, but nothing that can't be overcome with a little planning and a can-do attitude.

Planning ahead is key. Take a look at your holiday calendar and decide on the best strategy for each event: eating before you arrive, bringing your own food, contributing a dish, or hosting. Eating before you arrive ensures that you won't be hungry if there aren't many gluten-free options available, and if there are, it can go a long way towards keeping you from overeating; an idea that's especially helpful for anyone who's also watching their weight.

If you bring your own food or contribute a dish, be sure to either bring or request separate serving utensils and to place your foods as far away from gluten-containing foods as possible to prevent cross contamination. Even a few misplaced crumbs can turn a celebration into an uncomfortable situation. Bringing some-

thing like gluten-free baked goods that other guests may not have tried is a great way to start a conversation and raise awareness about what it's like to live gluten-free.

Of course, if you want to be able to totally relax knowing everything being served is safe to eat, then host holiday events yourself. You can maximize the enjoyment and minimize the work by focusing your menu on mainstream foods that are naturally gluten-free such as fruits, vegetables, meat, fish and poultry. Gluten-free cookbooks and websites can assist you in modifying traditional family recipes or in creating new traditions of your own. To add some excitement try Chēbē® Bread (pronounced chee' - bee). Based on a centuries-old South American tradition, it's derived from the Brazilian-style *pão de queijo*, or cheese bread and is available as a delicious line of gluten-free bread mixes and frozen, oven-ready formed dough. There's nothing quite like the smell of fresh baked bread to make any meal feel like a special occasion.

Really want to impress your guests and do no work at all? HealthyChef-Creations.com has the solution. Using all organic ingredients and minimal added fat or salt, Chef John Procacci will deliver the most delicious gluten-free (or traditional) holiday meal imaginable right to your door anywhere in the US. Just heat and serve. You can order individual dinners with personalized selections, or for larger groups, meals can be delivered family style. Holidays and year round, Healthy Chef makes living gluten-free a piece of cake.

“...baked goods that other guests may not have tried are a great way to start a conversation and raise awareness...”

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We made it our mission to give beer back to the over two million people who are intolerant to gluten. It all started when Kevin Sepowitz and Craig Belser, two self-professed beer aficionados, avid home brewers and all-around ordinary guys were both diagnosed with celiac disease. Not willing to conceive of a life without beer, they took action to find a way to make a great-tasting, craft-brewed beer that just happens to be gluten-free.

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# The Food Industry Responds

Imagine delicious breads, crispy crackers and pasta bathed in your choice of sauces, or being able to reach into the freezer and grab a frozen meal that could be ready in minutes. Just a few short years ago anyone following a gluten-free diet would have to do just that, imagine foods like these. Not anymore. Food manufacturers have stepped up to the plate and made gluten-free living more convenient and satisfying than ever.

As I perused the aisles of this year's American Dietetic Association Food and Nutrition Conference and Expo, I was genuinely pleased to see how aggressively the food industry is responding to the demand for gluten-free foods. Gone were the pasty pastas and flavorless baked goods. Instead I found hand-crafted artisan breads from Udi's Foods that rivaled traditional breads in both flavor and texture. There were zesty chips from FoodsShouldTasteGood® that tasted, well, good.

Betty Crocker has even jumped into the gluten-free market with a new line of cake mixes. Brownies anyone?

The trend in gluten-free foods has evolved from simply removing the offending proteins to creating tasty, nutritious and convenient foods that would meet the expectations of any consumer, not just those living gluten-free. Amy's Kitchen offers everything from breakfast entrees to whole meals that are not only delicious and gluten-free, but also organic. Familiar favorites like cheese

pizza, enchiladas and mac and cheese help simplify life for busy families. Kettle Cuisine specializes in flavorful frozen soups and chunky chowders all made the old fashioned way; in small batches and from scratch. Just as thick and filling as their traditional counterparts, every gluten-free bite tastes like it was simmered in your own kitchen. To accompany your soup or accommodate your favorite topping, Mary's Gone Crackers® makes a line of super crispy crackers that is organic, kosher, gluten-free

and contains no added oils, trans-fats, sugar or dairy; just lots of savory flavor and healthful whole grains. Each of these companies was founded by parents wanting healthier options for their children and themselves, but every major company seems to be getting the message that gluten-free

consumers also care about high quality nutrition and good taste.

There are now thousands of gluten-free products on the market. Most grocery stores carry some, specialty markets carry more, and almost all are available online.



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Amy's has always been sensitive to the needs and concerns of our customers; that's why we have over 70 natural, organic and gluten free options, including gluten free versions of favorite dishes. Try them today!

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# Dining Out Worry-Free

Navigating menus. Certainty of gluten-free ingredients. Cross contamination. Food service personnel who don't understand the genuine importance of special requests. These are just some of the worries people with celiac disease face when dining in restaurants.

In 2007 the National Restaurant Association estimated that the typical U.S. adult dined in restaurants an average of 5.8 times per week, other estimates are even higher. Dining out is an important part of American culture, but one many people with gluten intolerance have avoided fearing it will make them sick. Thanks to the Gluten Intolerance Group's Chef to Plate National Awareness Campaign, business savvy restaurateurs, and exciting new tools, people with celiac are finding more peace of mind when dining away from home.

The easiest way to dine out successfully is to choose restaurants that offer a gluten-free menu. The staffs at these restaurants are trained to prepare gluten-free foods and under-

stand the concerns of customers with special dietary needs. Once difficult to find, restaurants that cater to gluten intolerance are becoming increasingly common and include major chains like P.F. Changs and Outback Steakhouse. GlutenFreeOnTheGo.com and TheCeliacScene.com are great websites to help you locate GF friendly restaurants across America and around the globe.

At fine dining establishments and resorts, chefs are usually able to offer guidance on safe choices and are often willing to modify existing menu items or whip up something special for you, especially if you call ahead. Many consider it a professional challenge to make your dining experience a positive one, an attitude that is becoming more common

across the restaurant landscape. According to Kim Koeller, President of Gluten Free Passport and author of the award-winning *Lets Eat Out!* book series, "62 percent of the eating establishments surveyed consider gluten and allergen-free customers to be a new and profitable market." Because GF diners tend to become loyal customers following a positive dining experience, accommodating them isn't considered an inconvenience, it's quickly becoming a priority.

"In order to feel safe eating out everywhere, it's all about education, preparation and communication," says Kim. "Educate yourself on what you can and cannot eat, be prepared to inquire about at least 2 or 3 potential menu items and know what questions to ask about the dish based

upon ingredients, culinary practices and food preparation." And don't be afraid to ask a manager for assistance if you have any concerns.

Dining at fast food restaurants is probably the most challenging. Kim recommends familiarizing yourself with menu options from chain web site information, or instantly find GF meals with the new iPhone/iPod touch application iCanEat OnTheGo Gluten & Allergen Free.

“In order to feel safe eating out everywhere, it's all about education, preparation and communication...”

# Hope is on the Horizon

Currently, the only treatment for celiac disease is strict adherence to a gluten-free diet. However, researchers are working hard to change that.

The University of Chicago Celiac Disease Center has its sights on creating the first-ever mouse model for celiac disease. Certain aspects of celiac are well understood, but there is still much to discover about this complex disorder that appears to stem from a combination of genetic and environmental factors. Having a mouse with celiac disease opens the door to better understanding the causes of celiac disease and testing new therapies including vaccines and medications. Non-celiac gluten sensitivity is also on their radar. "We realize that gluten sensitivity is real and we are working

hard to put the science behind the diagnosis," says Carol M. Shilson, the center's Executive Director. To learn more about the UC Celiac Disease Center visit [www.CeliacDisease.Net](http://www.CeliacDisease.Net).

Celiac disease damages the lining of the small intestine both by flattening the absorptive surface (villous atrophy) and causing abnormalities in the tight junctions between individual cells. These abnormalities can increase the permeability of the intestines allowing large molecules, including intact proteins, to pass into the body. At Alba Therapeutics Corporation, Larazotide Acetate, an investigational medication that tar-

gets tight junctions, is currently in phase IIB clinical trials, the stage of testing specifically designed to study an experimental medicine's efficacy and safety.

Alvina Pharmaceuticals is researching a different approach. Using technology created at Stanford University and the Celiac Sprue Research Foundation, they are focusing on the development of gluten specific proteases - a type of enzyme- to degrade gluten so that the immune system no longer reacts to it.

Development and approval of new medications is a long and laborious process. The possibility of new

treatment options is exciting but they remain years away from being available to consumers. For the foreseeable future, gluten-free living will continue to be the only way to manage the disease.



## Safely Eat Out & Travel Gluten-Free

### Did you know...

- Eating in restaurants and social gatherings are top concerns for gluten & allergen-free lifestyles
- Gluten-free customers are 92 percent more likely to return to restaurants after positive and safe eating experiences
- Majority of eating establishments are witnessing growing demand for special diet meals

Source: Global market research conducted by GlutenFree Passport & AllergyFree Passport

NEW innovative tools empower individuals & businesses about safe dining & travel such as:

- iPhone / iPod touch applications—iEatOut and iCanEat OnTheGo Gluten & Allergen Free
- 7-time award winning book series—*Let's Eat Out with Celiac / Coeliac & Food Allergies!*
- Pocket size guides reflecting cuisine-specific menu choices and multi-lingual phrases
- Largest online database of gluten-friendly restaurants worldwide—GlutenFreeOnTheGo.com
- Travel resources, educational training services and consulting solutions

As authoritative experts and internationally recognized leaders, GlutenFree Passport drives change to improve the quality of life for gluten-free individuals across the globe and is endorsed by celiac / coeliac and food allergy associations worldwide.

[www.GlutenFreePassport.com](http://www.GlutenFreePassport.com)

# P.F. CHANG'S

C H I N A B I S T R O ®

At P.F. Chang's we're committed to providing our guests with a dining experience that meets their dietary needs so they can dine worry free.

In 2003, we developed our Gluten Free Menu and today this menu offers 17 Gluten Free choices including our signature Lettuce Wraps, all made with the same attention to detail our guests love. The only thing missing is the gluten.

Our Gluten Free Menu is available in all 197 of our restaurants and online at [pfchangs.com](http://pfchangs.com), and includes the following P.F. Chang's favorites:

**CHANG'S CHICKEN LETTUCE WRAPS • EGG DROP SOUP  
SHRIMP WITH LOBSTER SAUCE • MOO GOO GAI PAN  
GINGER CHICKEN WITH BROCCOLI • CHANG'S SPICY CHICKEN  
PHILIP'S BETTER LEMON CHICKEN • P.F. CHANG'S FRIED RICE  
CHANG'S LEMON SCALLOPS • SPINACH STIR-FRIED WITH GARLIC  
SALMON STEAMED WITH GINGER • GARLIC SNAP PEAS  
CANTONESE SHRIMP OR SCALLOPS • SHANGHAI CUCUMBERS  
SINGAPORE STREET NOODLES • BUDDHA'S FEAST  
FLOURLESS CHOCOLATE DOME**

*We look forward to seeing you soon!*



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