

New ALL BUT GLUTEN™ Baked Goods Launches During Celiac Awareness Month for Canadians on a Gluten-Free Diet



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May 01, 2013, 7:50 am -- /EPR NETWORK/ -- May is Celiac Awareness Month and, just days after first appearing on the shelves of major Canadian retailers, new All But Gluten™ baked goods are receiving rave reviews from consumers following a gluten-free diet. These great tasting products were created by the talented product development team at Weston Bakeries in collaboration with respected nutrition experts and are manufactured in a dedicated gluten-free facility. They meet Health Canada's gluten-free regulations and are certified by the Canadian Celiac Association's Gluten-Free Certification Program (GFCP). All But Gluten™, is one of the first brands to bear the GFCP mark, making it easier for consumers to identify safe gluten-free products.

All But Gluten™ products are also dairy-free and Kosher.

Safety, taste and nutrition are the three pillars of the All But Gluten™ brand. "The breads, focaccias, pizza shells and

muffins are enriched with vitamins and minerals and are a source of fibre,” says Shelley Case, registered dietitian, international celiac disease expert and consulting spokesperson for All But Gluten™. “This is an important feature of All But Gluten™ because many gluten-free products on the market are not enriched and often lower in iron, B vitamins and fibre,” states Case.

Unlike most gluten-free baked goods, All But Gluten™ can be found in the fresh bakery section, not the frozen section of major Canadian retailers. Consumers following a gluten-free diet really miss delicious baked products and now they can stroll down the aisles that were previously off limits. The All But Gluten™ brand invites consumers to ‘Rekindle your love of baked goods.’

The line includes Whole Grain Loaf, Cinnamon Raisin Loaf, Sliced White Loaf, Roasted Onion Focaccia, Rosemary Focaccia, Plain Pizza Shells, Carrot Raisin Morning Muffins, Mini Brownies and Coconut Macaroons.

About ALL BUT GLUTEN™

All But Gluten™ baked goods are delicious gluten-free products from Weston Bakeries. They are made in a dedicated gluten-free facility and certified gluten-free by the Canadian Celiac Association’s Gluten-Free Certification Program. The breads, focaccias, pizza shells and muffins are enriched with vitamins and minerals and are a source of fibre. They are also dairy-free and Kosher. Consumers can purchase All But Gluten™ baked goods fresh, not frozen, in the fresh bakery section of major Canadian retailers. To learn more go to <http://www.AllButGluten.ca>.

About the Canadian Celiac Association

The Canadian Celiac Association, founded in 1972, is the national voice for people who are adversely affected by gluten, and is dedicated to improving diagnosis and quality of life. The association has 28 chapters across the country that provide volunteer-led services to individuals with celiac disease and

gluten sensitivity through education, peer counselling, special events and advocacy. The Gluten Problem: Found. Treated. Cured.

About Shelley Case, RD

A registered dietitian, Shelley Case is a leading international nutrition expert on celiac disease and the gluten-free diet. She is a member of the Professional Advisory Board of the Canadian Celiac Association and Medical Advisory Boards of the Celiac Disease Foundation and Gluten Intolerance Group in the United States. Shelley is the author of the national best seller Gluten-Free Diet: A Comprehensive Resource Guide.

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