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Gluten-Free Goes Mainstream at NRA Show 2010

NFCA and GREAT Association Debut Gluten-Free Showcase Pavilion

Ambler, PA (March 14th, 2010)- The National Foundation for Celiac Awareness (NFCA) and GREAT gluten-free business Association will host the first ever Gluten-Free Showcase Pavilion at the 2010 National Restaurant Association (NRA) Show, held May 22nd through 25th in Chicago, IL.

On the food industry's most prestigious stage, the Gluten-Free Showcase Pavilion will highlight the evolving maturity of the gluten-free industry, and open the door to millions of new consumers for multiple business models within the industry by:

- Offering a business case for restaurants and food service to invest in a gluten-free consumer base.
- Demonstrating the entire gamut of gluten-free menu items.
- Presenting solutions that directly address the varying needs of kitchens, food service and manufacturers developing gluten-free initiatives.

The largest gluten-free affair in NRA history seeks to mainstream gluten-free foods and revolutionize how almost 13 million Americans suffering from celiac disease and gluten intolerance manage their health through a lifelong gluten-free diet.

"Gluten-Free Pavilion is designed to solidify NFCA's role in the growth and development of the industry, and present the best products and services on the market today," said NFCA Director of Education Nancy Baker, who oversees the organization's gluten-free food industry initiatives. "It's an incredible opportunity to interface directly with those who have the potential to enhance quality of life for those living on a gluten-free diet."

The National Restaurant Association's annual "What's Hot" Top 20 Trends for 2010 lists the gluten-free diet among the top food industry developments for the coming year. Market research reports forecast double-digit growth in the gluten-free sector, which is expected to reach \$2.6 billion by 2012.

Demand stems largely from the growing number of Americans diagnosed with celiac disease and gluten intolerance, which estimates suggest affect about 1 in every 100 individuals, who must adopt a life long gluten-free diet as their condition's only treatment.

The Gluten-Free Showcase Pavilion at the 2010 NRA Show will provide comprehensive gluten-free initiative assistance including: menu investigation, ingredient and prepared food sourcing, safety and testing, staff training, taste testing, distribution and packaging.

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Featuring knowledgeable industry experts including pioneers and entrepreneurs, chefs and foodies, dieticians and scientists; Gluten-free Pavilion exhibitors can fulfill total gluten-free solutions considering a wide range of cuisines, price points, preparation and storage needs, corporate identities and marketing strategies.

“No company should ever have to compromise quality in order to offer gluten-free options. Our partners are safe and tasty!” said Baker.

Companies exhibiting in the Gluten-Free Showcase Pavilion are members of NFCA’s GREAT Association, a national business association and registry of gluten-free products. The GREAT Association seeks to improve the gluten-free business climate by promoting quality, tested products, and help businesses in marketplace improve their sales and profits. For information visit www.CeliacCentral.org.

Be sure to visit representatives at booth 6436 at the NRA Show 2010 for information about the GREAT Association and the exhibiting Gluten-Free Showcase Pavilion participants.

Information about the upcoming NRA Show Gluten-Free Showcase Pavilion can also be found on the upcoming events section of NFCA’s website.

<http://www.celiaccentral.org/Events/Upcoming-Events/2010-NRA-Show>

About Celiac Disease

Celiac Disease is an autoimmune digestive disease that damages the small intestine and interferes with absorption of nutrients from food. An estimated three million Americans have celiac disease yet 95% remain undiagnosed, resulting in a fourfold increase in the risk of early death and numerous debilitating conditions including infertility, neuropathy and even cancer. The only treatment is a lifelong gluten-free diet. Left untreated, people with celiac disease can develop further complications such as other autoimmune diseases, osteoporosis, thyroid disease, and some cancers.

About the National Foundation for Celiac Awareness

The National Foundation for Celiac Awareness (NFCA) is a non-profit organization dedicated to raising awareness of celiac in order to gain prompt and accurate diagnosis for those suffering, support the health and wellbeing of those with the disease, and facilitate research that will better understand the disorder and find a cure. Visit www.celiaccentral.org for information.

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