

Press Release

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Coeliac UK wins national award for its food checker app

Coeliac UK, the charity for people who need to live gluten free, was announced as the winner of the 2019 Memcom membership excellence awards, for its Gluten Free Food Checker app that makes shopping for food and drink products safer and easier.

The [Memcom awards](#) celebrate the positive impact that professional bodies, trade associations, membership charities and other not-for-profit membership organisations have on public good.

Awarding Coeliac UK as the winner in the *2019 Best use of an app* category, the judges said they were struck by the sheer scale and ambition of the app, that provides access to a database of over 100,000 products and allows the charity's members to personalise content. They also noted the complexity of the app's development and Coeliac UK's willingness to develop the product post launch, trialling the new functionality with its membership community to give users a broader choice.

Produced in conjunction with the food tech start up FoodMaestro, the app is exclusive to Coeliac UK's members enabling them to search thousands of food products that are suitable for a gluten free diet. The app also gives additional options to tailor search results to include additional dietary preferences. It lists all products that carry the Coeliac UK Crossed Grain symbol, which is internationally recognised by those who need to follow a gluten free diet.

Hilary Croft, Coeliac UK CEO said: "Making life easier for those living gluten free is at the heart of what we do and it is wonderful to have one of our flagship services recognised with a MemCom award, which acknowledges the emphasis on user journey and our continued improvements to deliver more functionality and tailored content for a better user experience."

Coeliac UK is the national charity for people who need to live without gluten, whether due to coeliac disease or another medical condition. The charity provides support and resources for living gluten free while also campaigning for improvements to the gluten free sector and funding vital research into coeliac disease and gluten related conditions. Coeliac disease is a serious autoimmune condition caused by a reaction to gluten, a protein found in wheat, barley and rye.

People diagnosed with coeliac disease must maintain a strict gluten free diet for the rest of their life if they are to avoid very serious complications such as osteoporosis, infertility, neurological conditions and although rare, small bowel cancer.

One in hundred people in the UK has coeliac disease but around half a million people in the UK are currently undiagnosed. It still takes an astonishing 13 years on average for a person to be diagnosed

Ends

Notes to editor

- Coeliac UK is the national charity for people who need to live without gluten, whether due to coeliac disease or another medical condition requiring a gluten free diet.
- Coeliac disease is a serious illness where the body's immune system reacts to gluten found in food, making the body attack itself.
- Symptoms include diarrhoea, vomiting, stomach cramps, mouth ulcers, fatigue and anaemia.
- In undiagnosed, untreated coeliac disease there is a greater risk of complications including anaemia, osteoporosis, neurological conditions such as gluten ataxia and neuropathy, and although rare there's an increased risk of small bowel cancer and intestinal lymphoma.
- 1 in 100 people in the UK has coeliac disease
- Average time to diagnosis is 13 years.
- 1 in 4 people diagnosed with coeliac disease had previously been diagnosed with IBS.
- Gluten is a protein found in wheat (including spelt), rye and barley. Some people are also sensitive to oats. Obvious sources of gluten include breads, pastas, flours, cereals, cakes and biscuits. It is often used as an ingredient in many favourite foods such as fish fingers, sausages, gravies, sauces and soy sauce.
- Coeliac UK has a Helpline on 0333 332 2033 and further information can be found at www.coeliac.org.uk

FoodMaestro

FoodMaestro was founded with a mission to help consumers answer one simple question, "Can I eat this?". Their award-winning platform combines label information with clinical health and wellness data to give accurate allergen details that can be read and understood by all, quickly and easily by scanning a barcode or searching for products.

In partnership with the Kings College and Guy's St Thomas' NHS Trust they delivered a powerful mobile app combined with clinically verified data that allows users to find products they can eat when living with allergies, intolerances and lifestyles. In addition to the consumer facing mobile app, FoodMaestro also provides access to their platform for retailers and other corporations to access their data and services to integrate defining experiences for their end consumers into their digital channels. Find out more about Foodmaestro at www.foodmaestro.me or download the app from the Apple or Android store.