



Press release

Issue date: 26th June 2014

## **COELIAC UK LAUNCHES NEW APP TO HELP MANAGE A GLUTEN-FREE DIET**

Coeliac UK, the national charity for people with coeliac disease, announces the launch of its new app called 'Gluten-free on the Move'.

The app which is available now on iPhone and android, aims to help people diagnosed with coeliac disease and those following a gluten-free diet, to manage every element of their diet, whether it's shopping for food or finding somewhere to eat out.

The new app is already an award winner, being voted the 'Best Audience Migration to Mobile Technology' at the 2014 UK Mobile & App Design Awards held in London last week. The award recognises good design and usability as well as the success in migrating an audience from a traditional media to a mobile platform.

The app includes access to Coeliac UK's Food and Drink Directory listing nearly 10,000 products suitable for a gluten-free diet and allows users to scan items as they shop to see if they are listed in the Directory.

The app's Venue Guide uses smartphone location services to find local venues serving gluten-free food and highlights those accredited by Coeliac UK. It also integrates with Google Maps technology which will also take you there so you'll be sure to find something near you.

Sarah Sleet, Chief Executive of Coeliac UK said: "Managing a gluten-free diet while out and about can be a challenge as our increasingly busy lifestyles mean we're doing more on the hop. Coeliac UK is always looking for ways to better support people to do this and the app is a great way to get instant access on the move. Anyone can download the app and look at the free services which include: Label Guide to help understand food labelling, Gluten-free Checklist, Eating Out Tips and latest news from Coeliac UK. Access to the Food and Drink Directory and Venue Guide is part of the Membership package and anyone who has been diagnosed with coeliac disease, seeking a diagnosis, supporting a friend or a relative, or trying to find out more about the gluten-free diet can sign up to be a Member."

Becoming a Member of Coeliac UK costs £20 per year. In addition to the app Members receive a hard copy of the Food and Drink Directory; Crossed Grain Magazine, a glossy magazine packed with information and gluten-free recipes issued three times a year; publications; access to Charity's expert Helpline – 0845 305 2060 and recipe database. More information about Membership can be found here: <https://www.coeliac.org.uk/join-us/>

Coeliac disease is an autoimmune disease caused by intolerance to gluten. Left untreated it may lead to infertility, osteoporosis and small bowel cancer. 1 in 100 people in the UK have coeliac disease, with the prevalence rising to 1 in 10 for close family members.

However, current statistics show that only 24% of those with the condition are diagnosed leaving an estimated half a million people in the UK undiagnosed.

The only treatment for coeliac disease is a strict gluten-free diet for life. Gluten is a protein found in wheat, barley and rye and is found in foods such as bread, pasta, pizza, cakes etc. However, it is also often used in a wide range of products including, soy sauce, sauces, sausages and many processed goods so people with coeliac disease need to eliminate gluten-containing foods and make sure they choose gluten-free varieties.

The symptoms of coeliac disease range from mild to severe and can vary between individuals. Not everyone with coeliac disease experiences gut related symptoms; any area of the body can be affected. Symptoms can include bloating, abdominal pain, nausea, constipation, diarrhoea, wind, tiredness, anaemia, headaches, mouth ulcers, recurrent miscarriages, weight loss (but not in all cases), skin problems, depression, joint or bone pain and nerve problems.

#### **Notes to editors**

- Coeliac disease is a serious illness where the body's immune system reacts to gluten found in food, making the body attack itself.
- A wide range of case studies of men, women and children are available on request from Coeliac UK.
- 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 0845 305 2060 and further information can be found at [www.coeliac.org.uk](http://www.coeliac.org.uk).