



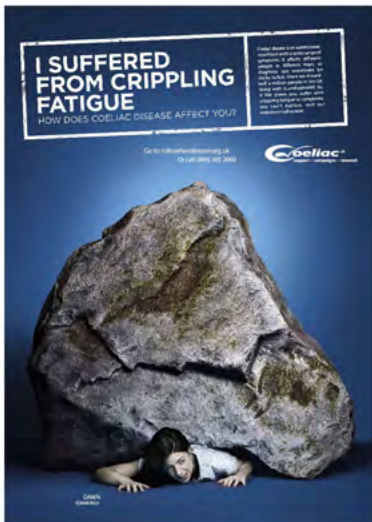
# Improving lives for people following a gluten-free diet

Corporate Partnerships Media Pack

# What is coeliac disease?

Coeliac disease is an autoimmune disease caused by an intolerance to gluten.

The symptoms of coeliac disease vary from person to person but can include: frequent diarrhoea, anaemia, fatigue, nausea, vomiting, bloating, constipation, weight loss, mouth ulcers, gas, cramping and abdominal pain.



Long term undiagnosed coeliac disease is associated with other health conditions including osteoporosis and some rare types of gut cancer.

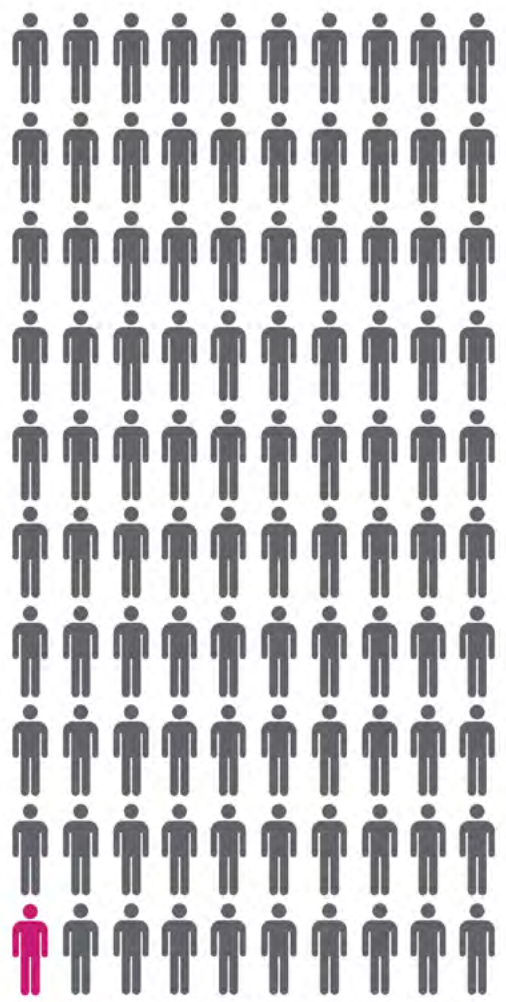
Gluten is a protein found in:



The only treatment for coeliac disease is a strict gluten-free diet for life.

# About coeliac disease

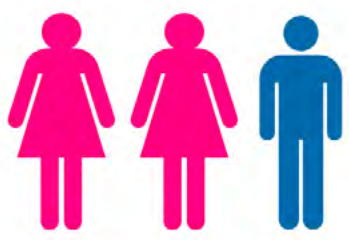
1 in 100 people have coeliac disease.



Diagnosis is by a blood test followed by a biopsy.



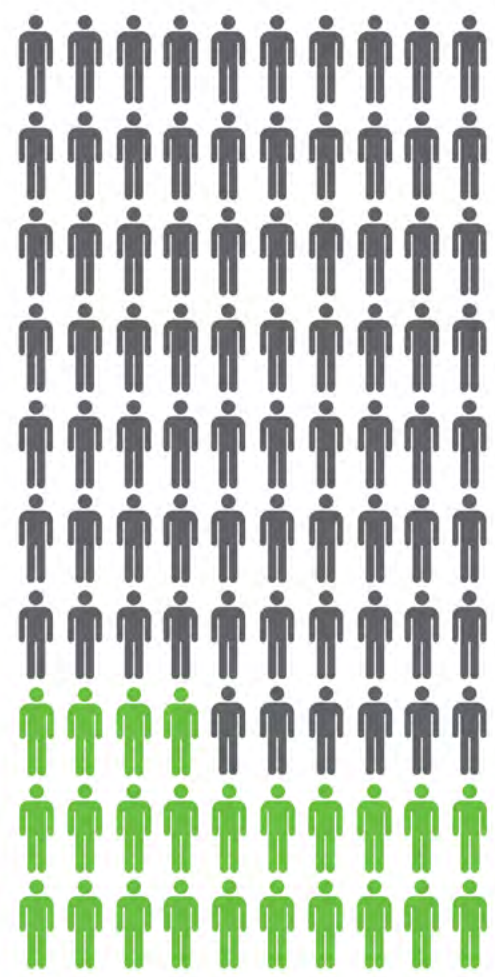
Risk increases to 1 in 10 for people with a first degree relative with coeliac disease.



Twice as many women as men have coeliac disease.

It takes an average of 13 years to get diagnosed with coeliac disease.

13



Only 24% of people with coeliac disease are currently diagnosed.





We are the oldest and largest coeliac disease charity in the world.

We have been working for people with coeliac disease and dermatitis herpetiformis (DH) for nearly 50 years.



We have around 80 Local Voluntary Support Groups across the UK.

We are not government funded and rely on our Members and the generosity of our fundraisers and supporters to continue our work.



We have offices in England, Scotland and Wales.

# 1968



We are a founding Member of the Association of European Coeliac Societies (AOECS).



# The gluten-free market

The UK Free From market is currently valued at £365 million and forecast to grow 50% by 2019. \*



13% of UK population avoid gluten - the highest proportion in Europe. \*

1 in 3 UK consumers who buy gluten-free foods want to see more on the go and snack items. \*



17% of all UK households with children have a child with a food allergy. \*\*

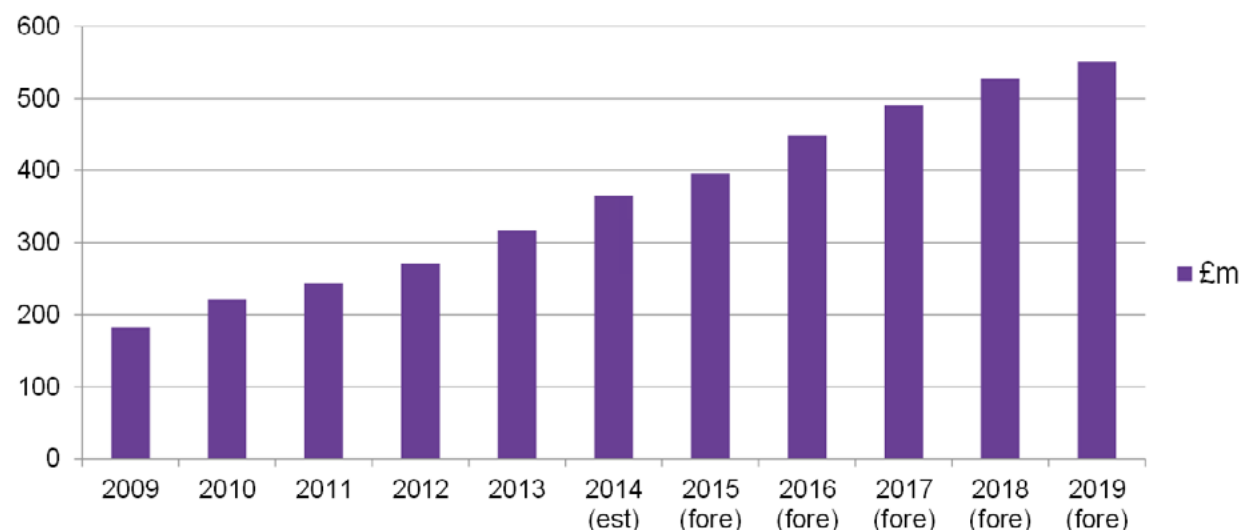


7% avoid gluten as part of a general healthy lifestyle. \*

5% avoid gluten because they or a family member have a food allergy or intolerance. \*



Value sales & forecast of UK free from market



80% of all gluten-free products are sold in supermarkets. \*\*\*



## 2015 gluten-free market values \*



France € 60m



Germany € 54m



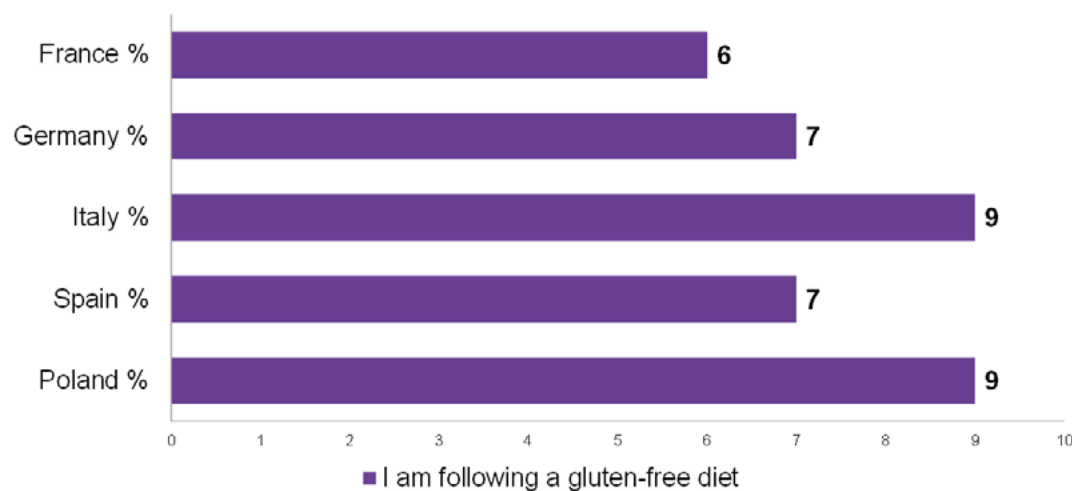
Italy € 250m



UK £ 210m



US \$ 8.8bn



# Our unique insight

Coeliac UK is the market leader with nearly 50 years experience in the gluten-free sector.



We are the largest and longest running charity for people with coeliac disease in the world.



Our Membership is open to both people medically diagnosed with coeliac disease and those who follow a gluten-free diet for other reasons.

Our publications have a unique reach. Their readership is 100% your target audience.



Our Members are key influencers - their needs determine where the household shops and what restaurants they go to.



12% of our Membership is under 20.

We have 2:1 female to male Members.



**50+**

60% of our Members are over 50.



We have over 60,000 Members across the whole of the UK.



# How to engage with our Members



We produce a range of information to support our Members and to communicate the latest information on research, campaigns, and new product development.





- Distributed to Members and Healthcare Professionals three times a year.
- Circulation of over 70,000 with an estimated readership of 100,000.
- Display advertising, small business and free editorial options.

## When surveyed our Members said:



93% said they found the adverts useful with 46% of them rating the adverts very useful.

37% have visited a featured restaurant.



79% purchased a product or service featured in the magazine.

81% are more likely to purchase a product or visit a food venue that has been featured or advertised than one that hasn't.



55% keep Crossed Grain for reference with 82% keeping it for the recipes and 71% for the products and services.

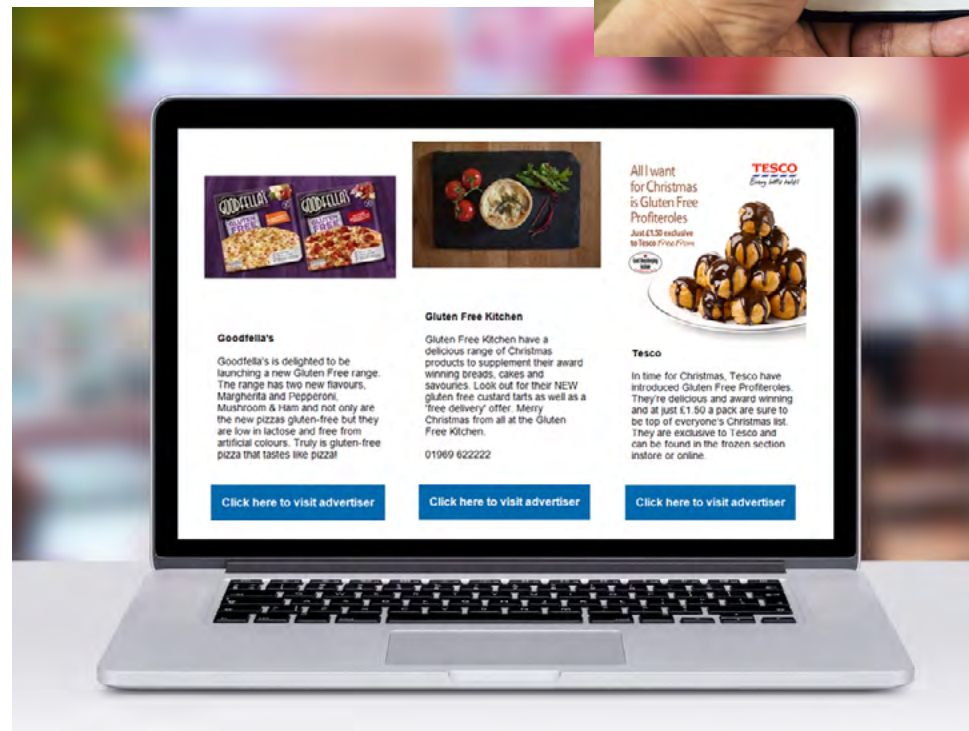


71% have used a discount coupon.



96% said that information on gluten-free products and offers was very important with 46% of them rating this information as essential.

- Brand new style of newsletter for 2016 with adverts appearing directly within the newsletter email.
- Distributed to Members around the middle of every month.
- Circulation of over 40,000 and increasing every month.
- Display advertising, small business and free editorial options.
- Recipe of the month sponsorship.



## Food and Drink Directory

- Printed annually and distributed in January.
- Distribution of over 60,000 a year.
- Colloquially known as ‘the bible’ amongst our Members.
- Updated monthly online.



## Electronic Food and Drink Directory (eFDD)

- Updated regularly.
- Accessible by all Members with email c. 40,000.
- Available on both the website and via our smartphone app.



- Our website and social media channels are the first point of contact for many of the newly diagnosed and those interested in following a gluten-free diet.
- The website receives over 240,000 visitors a month, 150,000 of which are new to our website.
- We have over 40,000 Facebook fans and more than 20,000 Twitter followers.

## Where our website visitors come from

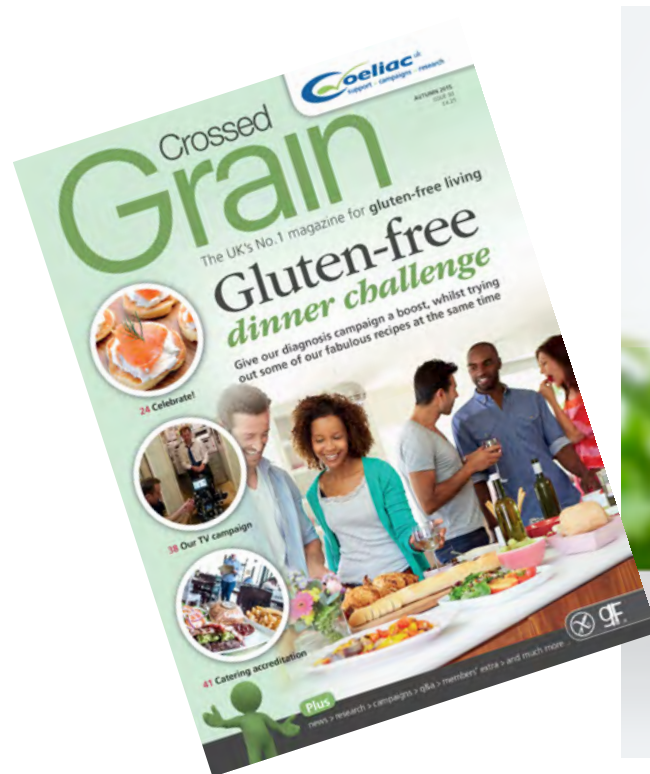
- Organic search - 65%
- Direct entry - 10%
- Referral - 7%
- Social media - 6%
- Email - 6%



Options include on page advertising on selected webpages, our Gluten-free products and services listings and monthly social media competitions.

Our Members always love to discover new recipes and we offer a host of different ways for you to feature your recipes.

- Website recipe of the month featured on the homepage of our website and in the recipe database.
- Products and Offers newsletter recipe of the month featured in the newsletter and hosted in the recipe database.
- Sponsored recipe feature in Crossed Grain magazine.



We offer tailored emails to our database for market research or bespoke promotional emails.

- Market research mailings can be targeted to the specific types of Member you would like to survey or recruit for focus group panels including by age, gender and location.
- Mailings can include data capture, enabling you to start building up your list of contacts.
- Bespoke promotional emails are an effective way to communicate about your products and services to your exact target market.





We have a range of different sponsorship opportunities which can be tailored to suit you. Some of the options include:

- New Member Welcome Pack sponsorship
- Direct Debit renewal sponsorship
- Research Conference sponsorship
- Diagnosis campaign sponsorship

Contact us for more information about this year's sponsorship opportunities.



Target the catering and food service industry with one of our tailored food service opportunities:

- Food Service Directory hosted on our website and included in all Coeliac UK catering training packs.
- Targeted business to business database emails.
- On page website advertising in the Food Industry Professionals section.
- Food service sponsorship package including features in our bi-annual catering newsletter.

Coeliac UK Catering Newsletter - Autumn 2015



## Editor's Message

Welcome to our autumn catering newsletter. Issue 5 is full of all the latest GF accreditation updates, Coeliac UK catering services news, our first television advert, how to register for the Conscious Hospitality Show, our latest food service directory and more! We hope you find the newsletter useful.

For your information I will be heading off on maternity leave on 13 November, so this will be my last edition until 2017! In my absence please feel free to contact one of my colleagues whose details can be found at the end of the newsletter.

Best wishes,  
Zoe

## Accreditation update



We continually review our accreditation scheme as it continues to grow and new opportunities arise.



The Crossed Grain symbol is nationally and internationally recognised. It represents a sign of safety and integrity that is trusted by consumers, providing a quick reference point to the gluten status of a product.



**59%** rely on the Crossed Grain symbol when making purchasing decisions.



**87%** find the Crossed Grain symbol most useful when the products aren't in the Free From aisle.



**92%** said what they liked best about the Crossed Grain symbol is that they can immediately see the product is safe for them to eat.



# Who we work with





**James Garman / 01494 796120**

Director of Commercial Services and Business  
Development

**Claire Kett / 01494 796738**

Commercial Account Manager

**Helena Tyler / 01494 796112**

Commercial Account Manager

**Anna Greening / 01494 796722**

Commercial Assistant

# GET IN TOUCH

[Marketing@coeliac.org.uk](mailto:Marketing@coeliac.org.uk)