

Press Release

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**COELIAC UK TO HOST FIRST
GLUTEN FREE FOOD SHOW IN WALES**

Coeliac UK, the national charity for people living gluten free, will be hosting its inaugural Gluten Free Food Show in Wales on Saturday 28 October at the Radisson Blu Hotel in Cardiff, celebrating all things gluten free.

The event is free to attend – but you can register for tickets in advance (see link below) - and takes place from 10am-4pm. Visitors will have the chance to sample and buy a whole range of gluten free delights from over 20 local and national companies including bakeries, breweries, high street retailers and caterers as well as the event sponsors, Genius and Prima Foods.

Tristan Humphreys, Coeliac UK Lead in Wales said: “This is the first event of its type to take place in Wales and will showcase some of the best gluten free products currently available. The people of Wales have waited a long time for such an event, so don’t miss your chance to be a part of it.”

In addition to the stands, visitors will be able to enjoy a range of expert talks and cookery demonstrations and the chance to ask questions about sticking to gluten free diet, the latest research on coeliac disease or just how to make a tasty gluten free meal.

Dr Dai Lloyd AM, Chair of Welsh Assembly Cross Party Group on Coeliac Disease said: “The people of Wales have a longstanding love of food and I’m delighted to welcome the first ever Wales Gluten Free Food Show in Cardiff. I’m looking forward to attending myself; in the words of the great Welsh hymn, Cwm Rhondda, ‘feed me till I want no more’.”

It is anticipated that the event will attract over 1,000 guests of all ages attending from across Wales and the South West.

Register [here](#) for entry tickets and to redeem a free goodie bag. To find out more about the day’s events and up to date exhibitor listing go to: www.coeliac.org.uk/get-involved/events/3679-coeliac-uks-all-wales-gluten-free-food-show .

Coeliac UK provides membership services, campaigns for improved gluten free provision and diagnosis of coeliac disease, and funds research so that people living gluten free can live

healthier, happier lives. There are 1.3 million Britons on a gluten free diet and those diagnosed with coeliac disease must stick to a strict gluten free diet for life as this is the only treatment for coeliac disease, a serious autoimmune condition caused by a reaction to gluten, a protein found in wheat, barley and rye. If the diet is not strictly adhered to, they run the risk of serious complications such as osteoporosis, infertility and although rare, small bowel cancer.

Ends

Notes to editor

- Coeliac disease is a serious illness where the body's immune system reacts to gluten found in food, making the body attack itself.
- 1 in 100 people in the UK has coeliac disease.
- It is estimated there are more than 30,000 people with coeliac disease in Wales alone.
- 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