

Press release

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Foodmaestro and Coeliac UK extend partnership to improve gluten free product information to members

Food tech start up, [Foodmaestro](#) today announced an extended partnership with independent charity, [Coeliac UK](#) to further improve gluten free product information available online to the charity's members.

The two brands first launched a partnership in August 2016 when Foodmaestro helped develop an alternative mobile app, the Gluten Free Food Checker, which is exclusive to Coeliac UK's members. The app lets members search thousands of food products suitable for their gluten free diets.

The app uses a unique algorithm devised by Coeliac UK to identify safe gluten free foods and combines FoodMaestro managed data with additional retailer and manufacturer data obtained by the charity.

Following the Gluten Free Food Checker's success, Foodmaestro's award-winning platform, which combines label, clinical and wellbeing data, is now also powering the charity's online channels. This means that Coeliac UK members can receive even more help in finding the right foods online via the charity's website and through the mobile app.

Jaed Khan, CEO of Foodmaestro said; "We are very happy to be continuing our work with Coeliac UK. Our platform was built to help individuals understand what is in their food and avoid eating something that can cause them to fall ill or worse. So, to be recognised and used by the leading UK authority on coeliac disease is a great achievement for us."

Sarah Sleet, CEO of Coeliac UK, said; "Over the past 50 years, our charity has played a crucial role in helping the 1 in 100 people in the UK who suffer from coeliac disease manage their condition and live a happier life. We are always looking for new and innovative ways to benefit our members, which is why we've decided to extend our partnership with Foodmaestro.

"We hope our members will fully use the updated website alongside the Gluten Free Food Checker app and the other tools we offer to help them shop, cook and eat out gluten free."

The new online channel is now live at <https://www.coeliac.org.uk/foodinformation/> and is exclusive to Coeliac UK members. The Gluten Free Food Checker app is available on all iOS and Android devices.

- Ends -

About 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 out more about Foodmaestro at www.foodmaestro.me or download the app from the Apple or Android store.

About Coeliac UK

For 50 years, Coeliac UK has been the expert on coeliac disease and the gluten free diet. They are an independent charity helping people living without gluten to live happier, healthier lives.

They do this by providing their 60,000 plus members with trustworthy advice and support, funding critical research into coeliac disease, working with healthcare professionals to improve diagnosis and fighting for better availability of gluten free food. And they do it all so that one day, no one's life will be limited by gluten.

Find out more at www.coeliac.org.uk and for information on joining, visit www.coeliac.uk/join