



Press Release:
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Three weeks left to enter Coeliac UK's Gluten-Free Chef of the Year Competition 2011

The deadline for entries to this year's Gluten-free Chef of the Year competition is 7th October 2011 and Coeliac UK, the national charity for people with coeliac disease, is urging cooks throughout the UK to design a three course gluten-free meal to be judged by celebrity chef Phil Vickery.

For the second year, the competition is being run in association with the Institute of Hospitality and the Craft Guild of Chefs. The competition is for professional cooks and catering college students to design a three course gluten-free meal for two people, with a live cook off for three finalists in each group, taking place at the Unilever Food Solutions Culinary Business Development Centre in Leatherhead on 8 November 2011.

Phil Vickery will be joined by other catering industry experts to judge the competition including Adam Gray who, until recently, was the Executive Chef at Rhodes Twenty Four in London and has held a Michelin star since 2001. He is also the joint owner of The Red Lion and Shires Cookery School in East Haddon, Northamptonshire. "I am very keen to support Coeliac UK and their campaign to raise awareness of coeliac disease and the need for more restaurants to offer gluten-free options on their menus. I am very excited to be one of the judges in this year's competition and am interested to see - and taste - what innovative gluten-free menus the competitors design and cook."

Coeliac disease is an autoimmune disease caused by intolerance to gluten. Damage to the gut lining occurs when gluten is eaten; there is no cure or medication for the condition and the only treatment is a strict gluten-free diet for life. Without a gluten-free diet, the disease can lead to other conditions, such as malnutrition, osteoporosis, bowel cancer and also can cause infertility problems. At least 1 in 100 people in the UK has coeliac disease; representing a potential £100 million market amongst those diagnosed with the condition and the friends and family they eat out with.

The recipe competition comprises two categories; 'Gluten-free Chef of the Year' for those who cook for a living and the 'Up and Coming Gluten-free Chef of the Year' for those who are training.

Written submissions must:

- be suitable for casual dining/bistro/brasserie style service
- be innovative but simple and practical to serve
- consider profitability of the dishes
- consider taste and texture – for example, can you tell it is gluten-free?
- balance of flavours across the three course meal
- be seasonal – is the entry a spring/summer/autumn/winter menu.

For help with developing gluten-free recipes, Coeliac UK has an online catering training module see link here: www.coeliacUK-cateringtraining.org.uk.

Deadline for the written entries: 7 October. Three entrants will be shortlisted for each category, and will be notified by 21 October for attendance of the live cook off at 9am on 8 November.

For more information and details of the prizes please can be on the website: www.coeliac.org.uk/glutenfreechefoftheyear2011. A short video from last year's cook-off can be viewed here: www.coeliac.org.uk/gfchefvideo

-Ends -

Notes to editors:

1. A range of case studies of men, women and children are available on request from Coeliac UK.
2. Coeliac disease is a serious illness where the body's immune system reacts to gluten found in food, making the body attack itself.
3. 1 in 100 people in the UK has coeliac disease, however between 10% - 15 % of these have been diagnosed and average length of diagnosis is 13 years.
4. 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.
5. 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.
6. 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.
7. Around 1200 newly diagnosed people are joining Coeliac UK every month. For further details on membership please call the Helpline on 0845 305 2060 further information can be found at www.coeliac.org.uk.
8. Phil Vickery's Seriously Good Gluten Free Living for the iPhone and iPad is available as a downloadable App.