



gluten-free

a guide to living well without gluten

WHAT'S INSIDE

practical information

eating guide

resources





what is gluten?

Glutens are classes of proteins found in various crops such as corn, wheat and potatoes. However, research shows that only the glutens found in wheat, barley and rye negatively affect people with gluten sensitivity, gluten intolerance or celiac disease. In this case, digestion of the proteins in these grains causes an inflammatory response in the intestine.*

So, if you just look for wheat, barley and rye on a label, you're set, right? Wrong. Gluten can be hidden in additives, seasonings and other ingredients, so it's important to educate yourself about which ingredients or products may contain gluten, which do not, and which might be questionable.

* For the purposes of this brochure, "gluten-free" implies no wheat, barley, rye or their derivatives.

WHO SHOULD CONSIDER THE GLUTEN-FREE DIET?

Any number of people can benefit from a gluten-free diet, including people concerned about:

- **Low carbohydrate dieting**
- **Wheat allergies**
wheat is a top-eight allergen
- **Gluten sensitivities**
- **Gluten intolerance**
- **Celiac disease**
relatively unheard of, yet scientists now say it's the most common genetic condition of humankind
- **ADD/ADHD**
gluten-free/casein-free dietary protocol
- **Autism**
gluten-free/casein-free dietary protocol
- **Multiple sclerosis, cystic fibrosis and other autoimmune diseases**
- **Paleolithic dieting**
- **Blood Type Dieting**

Don't forget the cookies! Try Wild Oats gluten-free chocolate chip cookies. They have all the flavor and texture you crave without the gluten!



when to question gluten

Wholesome food nourishes the body, delights the senses and satisfies the appetite. But if you have a food allergy or intolerance, even seemingly healthy food can in fact be very unhealthy.

Take wheat and gluten. It's a staple in many wholesome foods. But for millions of Americans, it can cause serious health problems. One out of 133 people have celiac disease, a genetic intolerance to gluten. Millions more have a gluten sensitivity or intolerance that is not celiac disease, but an intolerance nonetheless, causing similar but less severe symptoms. And, let's not forget the multitudes of people who just want to eliminate gluten from their diets. Whatever your reason for limiting gluten, Wild Oats is here to help you navigate the gluten-free lifestyle.

Tasty gluten-free pizza dough mixes make it easy to enjoy pizza.

what is the gluten-sensitivity spectrum?

The gluten-sensitivity spectrum sheds light on the differences between a wheat allergy, gluten intolerance and celiac disease. The medical conditions within the gluten-sensitivity spectrum have one thing in common: gluten causes distress. It can cause gastrointestinal problems, or it can come out in sneakier symptoms like fatigue, joint pain, headaches, infertility or any number of other symptoms.

There are three distinct areas of the gluten-sensitivity spectrum: allergy, sensitivity or intolerance and celiac disease.

- **Allergies** are an inflammatory response (sneezing, itching, redness, etc.) and are easy to diagnose. Regular allergy tests can reveal whether or not you have a particular food allergy, such as to wheat. In this case, avoiding wheat may be enough; barley, rye and oats may be fine to continue in your diet.
- An **intolerance or sensitivity** describes someone who experiences unpleasant symptoms (digestive distress, fatigue, malabsorption) when they eat a particular food. Antibody screenings, using a blood test, can indicate the presence of anti-gluten (gliadin) antibodies in people who are gluten intolerant. If confirmed, the simple act of eliminating gluten from your diet will improve health and well-being.
- **Celiac disease** is a genetic intolerance to gluten. It is an autoimmune disease that causes the body to attack itself when gluten is consumed, resulting in damage to the small intestine that can cause malabsorption of nutrients, which leads to malnutrition. Celiac disease is the most common genetic disease of humankind, affecting nearly 1 percent of the population – many of whom have few, if any, overt symptoms.

Because of the vast range of symptoms, it's no wonder that celiac disease often goes undiagnosed or, commonly, misdiagnosed. In fact, it's estimated that as many as 10 to 15 percent of patients with mystery symptoms such as fibromyalgia and chronic fatigue syndrome, actually have celiac disease. Here are other often misdiagnosed symptoms that are associated with gluten intolerance:

- **Gastrointestinal distress**
stomach pain, gas, bloating, chronic diarrhea, constipation
- **Fatigue**
- **Joint pain**
- **Headaches**
including migraines
- **Infertility**
an *Archives of Internal Medicine* study claims that 1 in 16 infertility patients has celiac disease – and that if they eliminated gluten from their diets, their fertility would be restored
- **Weight loss**
- **Depression, schizophrenia**
- **Anemia**
- **Dermatitis herpetiformis**
an itchy rash
- **Lactose intolerance**
- **Stunted growth in children**

so how does this apply to you?

If you've been diagnosed with a gluten intolerance, you now have the power to achieve better health and vitality through a gluten-free diet. The first step is to arm yourself with knowledge and to be aware of not-so-obvious foods with hidden gluten. Next, put this knowledge into action each day as you dine out or dine in.

how to live a gourmet gluten-free life

Food-lovers, take heart. It is possible to follow a gluten-free diet and still eat well. Banish thoughts of bland breads, cardboard-tasting cookies and pizzazz-free pasta, because gluten-free products have come a long way in the last few years. Of course, not all gluten-free items are guaranteed to titillate your taste buds – it's often trial-and-error – but tremendous progress has been made to ramp up the taste and texture. Also, remember that many of the foods you love are inherently gluten-free. The list of things you can eat is a lot longer than the list of things you can't!

how to follow a gluten-free diet

Navigating a gluten-free lifestyle can feel overwhelming at first. Wheat and gluten show up uninvited and in places you'd least expect. Creamy soups, scalloped potatoes, casserole dishes and even chicken taquitos have all been guilty of harboring wheat and gluten.

So where do you begin? Start here. This brochure and corresponding Wild Oats product guide were created with your needs in mind. Use these resources to learn what's safe and what's not safe to put in your shopping cart and, ultimately, in your mouth. If you don't know whether or not a product has gluten, call the manufacturer and ask. If you are uncertain, don't eat it; that one bite can make you feel the effects for days. Most importantly, read and get to know the ingredients in the foods you buy.

Use this brochure and the Wild Oats product guide when you shop. Think of it (and this) as a roadmap for your gluten-free lifestyle. Wild Oats tries to take the guesswork out of gluten-free shopping. With this brochure, the shopping guide and the resources listed, you are well on your way toward successfully maneuvering a happy and healthy gluten-free lifestyle.

about celiac disease

what is celiac disease?

Also known as celiac sprue or severe gluten intolerance, celiac disease is a genetic autoimmune disease. When someone with celiac disease eats wheat, barley or rye, the villi (hair-like projections that absorb nutrients in the small intestine) become damaged. When this happens the villi shrink or disappear, decreasing the surface area, making proper digestion impossible. Oats in and of themselves are not a problem to people with gluten intolerance, but since oats may be cross-contaminated with wheat, barely and rye, it's prudent to avoid them.

does one catch celiac disease?

People don't contract celiac disease; rather one tends to be predisposed to celiac disease from birth. It's still unclear what sets off the disease, but there are three things that go into the development of celiac disease: a genetic disposition (being born with the necessary genes); a trigger (an environmental, emotional or physical event) and a diet that contains gluten.

the rate of incidence

About 1 percent of the population – 1 in 133 people (*Archives of Internal Medicine*, Feb. 2003) – is affected by celiac disease. Sadly, though, celiac disease is grossly underdiagnosed. *Reader's Digest* proclaimed it 1 of the 10 most misdiagnosed diseases in America. In fact, Irritable Bowel Syndrome (IBS) remains the most common misdiagnosis; up to 20 percent of those determined to have IBS may actually suffer from celiac disease.

Other common incorrect diagnoses include chronic fatigue syndrome, fibromyalgia, infertility, headaches and other different gastrointestinal disorders. In the U.S., most celiac patients go an average of 11 years before they pinpoint the cause of their distress – IF they're lucky enough to ever be diagnosed. Sadly, for every person diagnosed with celiac disease, 140 go undiagnosed.

how to get tested

Your doctor can screen your blood for certain antibodies to determine if you have a gluten intolerance. To diagnose celiac disease, you should receive a blood test with a complete celiac panel which includes antigliadin antibody (IgG and IgA), tissue transglutaminase (tTG IgA), anti-endomysial antibody (EMA) and total serum IgA. Remember, though, that a complete panel of the tests mentioned above yields the best results versus testing only for one of the antibodies.

Genetic testing may be another option since celiac disease is a genetic condition. Such testing could be beneficial for relatives of those with celiac disease, even if they're asymptomatic. In fact, one out of 22 first-degree relatives has celiac disease, as well as 1 out of 39 second-degree relatives. Celiac disease is not age-specific; it can affect people at any age.

treatment

Adherence to a gluten-free diet is the only medical treatment for celiac disease. It's important to note that following such a diet isn't like following other diets – falling off the wagon and being a yo-yo gluten-free dieter puts someone with celiac disease at risk for developing other serious autoimmune diseases, such as Type 1 diabetes, rheumatoid arthritis, lupus and other autoimmune diseases. Gone untreated, celiac disease also increases the risk of small intestinal and esophageal cancers, and non-Hodgkin's lymphoma, according to the *American Journal of Medicine*. Here are just a few of the many other risks associated with untreated celiac disease:

- **Small intestine damage/malabsorption**
- **Higher cancer risk**
- **Osteoporosis/osteopenia**
- **Anemia**
- **Infertility**
- **Seizures**
- **Schizophrenia**



Salads, fruits, veggies, meat and cheese are naturally gluten-free. Just watch for added flavors and sauces.

gluten-free foods include, but aren't limited to:

- **Amaranth**
- **Arrowroot**
- **Annatto**
- **Baking soda**
- **Beans**
- **Buckwheat**
beware of buckwheat being combined with other flour
- **Butter**
beware of additives
- **Canola oil**
- **Carob flour**
- **Cellulose gum***
- **Cheeses**
except Roquefort
- **Chickpea**
- **Corn**
- **Cream of tartar**
- **Distilled vinegar**
- **Eggs**
- **Flax**
- **Fruit**
plain
- **Gelatin**
- **Guar gum**
- **Herbs**
- **Hydrogenated Vegetable Oil***
- **Job's Tears**
cereal grain related to corn
- **Kasha**
roasted buckwheat-may be combined with wheat in the U.S.
- **Locust bean gum**
- **Lupine**
bluebonnet
- **Maltodextrin**
made in the U.S. – does not apply to vitamins or medicines
- **Maltitol**
- **Masa**
corn
- **Meat**
plain
- **Millet**
- **MSG***
from U.S. – not allowed in foods sold at Wild Oats
- **Nut flour**
- **Mono and Diglycerides***
liquid/fluid products
- **Oats**
from contamination with other grains
- **Polenta**
- **Potatoes**
- **Quinoa**
- **Rice**
- **Sago**
- **Sorghum**
- **Sesame**
- **Soy**
- **Starch**
by law must be made from corn in the U.S.
- **Tamari**
- **Tapioca**
- **Teff**
- **Vegetables**
plain
- **Xanthan gum**

* Not allowed in foods sold at Wild Oats.

forbidden foods include, but aren't limited to:

- **Barley**
- **Bran**
- **Couscous**
- **Flour**
usually from wheat
- **Kamut**
- **Malt**
unless derived from corn – most is derived from barley
- **Malt vinegar**
- **Matzo**
- **Pasta**
- **Rye**
- **Seitan**
- **Semolina**
- **Soy sauce**
unless wheat-free, such as Tamari
- **Spelt**
- **Sprouted wheat or barley**
- **Teriyaki sauce**
unless wheat-free
- **Tabouleh**
- **Triticale**
- **Udon**
- **Wheat**

unusual suspects that may contain wheat or gluten:

- **Some low-fat spreads**
butter, oil and margarine are okay
- **Some canned vegetables**
- **Flour-thickened sauces**
- **Soups**
- **Ice creams**
- **Pudding**
- **Food coloring**
- **Binders**
- **Extenders**
- **Modified starches***
- **Bouillon cubes**
- **Cottage cheese**
- **Some herbal teas**
- **Instant coffee**
- **Licorice**
- **Beer**
- **Marshmallows***
- **Meat sauce**
- **Non-dairy creamer***
- **Salad dressing**
- **Sour cream**
- **Tomato sauce**



Numerous gluten-free pasta alternatives can take the place of regular pasta.

ingredients to question:

Some ingredients that you'll find on product labels are questionable – they may contain gluten, or they may not. These ingredients include, but aren't limited to:

- **modified food starch***
almost always okay in U.S.
- **hydrolyzed vegetable protein (HVP)**
usually okay in U.S.
- **hydrolyzed plant protein (HPP)**
usually okay in U.S.
- **mono- and diglycerides (dry)***
probably okay if from U.S.
- **fillers**
usually the 'fillers' are called out on the ingredients list so you'll know for sure what's in them
- **seasonings**
pure spices are okay, but 'seasonings' may contain additives; you need to check to be certain

what about spelt and other grains?

When you find these ingredients on a product label, it's important to call the manufacturer and ask if the ingredient is derived from a gluten-containing source. Many ingredients that were once considered "questionable" are now known to be safe, if produced in the U.S.

Spelt, triticale and kamut are not recommended for those with gluten sensitivity, as they are all closely related to wheat.

so what can you eat?

There are many commercial gluten-free breads and mixes with easy-to-digest base ingredients such as rice flours, white or brown, arrowroot, potato and tapioca. Wild Oats has several to choose from. Enterprising do-it-yourselfers can buy different flour and grain substitutes to make delicious gluten-free goodies at home.

* Not allowed in foods sold at Wild Oats.

wild oats' commitment to you

Wild Oats wants to take the guesswork out of your gluten-free shopping experience. That's why we've produced our proprietary gluten-free product guide.

Most importantly, Wild Oats upholds high product standards. These standards extend into our gluten-free offerings as well. A study by the Food Allergy Research and Resource Program at the University of Nebraska in Lincoln found that as much as 20 percent of foods labeled wheat-free actually contain detectable amounts of wheat proteins. At Wild Oats we are committed to becoming your resource for trusted gluten-free information.

Remember, though, that ingredients and suppliers change, and what's gluten-free one month may not be gluten-free the

next. There is also a slight chance of cross-contamination with some products, and try as we might, it is impossible for us to verify that cross-contamination has not occurred with these or any other products. When in doubt, contact the manufacturer and read the labels.

Wild Oats has gone to great lengths to ensure the information in this guide is accurate and up-to-date. The standards for what is safe or forbidden as stated in this brochure are in line with American Dietetic Association guidelines, and those agreed upon by leaders in the celiac community. You should also be aware that some people have sensitivities that are not necessarily related to gluten, but cause an adverse reaction to some of the same foods.



Try our Wild Oats brand buckwheat waffles – they taste great and are gluten-free.

FAQs

Q: Is the gluten-free diet healthy, or are there nutritional deficits that can develop?

A: The gluten-free diet is extremely healthy. As is always the case, variety is not only the spice of life, but is nutritionally important, too. Try to avoid the rice, corn and potatoes rut and experiment with ancient grains such as quinoa, buckwheat, amaranth and millet.

Q: I've heard that spelt, kamut and Ezekiel bread are all gluten-free. Is this true?

A: No. Some people who have wheat intolerance claim that they tolerate these products better than they tolerate wheat, but they are not wheat- or gluten-free.

Q: Is it okay to eat just a little gluten from time to time?

A: That depends. If you have celiac disease, the answer is an emphatic no. If, however, you have a mild wheat allergy or gluten sensitivity and are willing to suffer the distress you may experience, then it may be acceptable for you to indulge from time to time.

Q: I've been on a low-carb diet for six months, and have noticed I feel so much more energetic. Could this be because I've eliminated gluten from my diet?

A: Absolutely. The low-carbohydrate diets tend to be low-gluten, as well, and many people notice that they feel better. It could be that those people are gluten sensitive or have celiac disease, and are enjoying improved health because of the gluten-free diet.

Q: You say that distilled vinegar is allowed, yet I've heard that vinegar can be derived from gluten-containing grains. Are you sure it's okay?

A: Yep, except for malt vinegar. For years, vinegar has been the topic of heated debate due to this very issue. But research has shown two things: First, most vinegar in the U.S. is derived from non-gluten-containing sources. Second, the distillation process removes any trace of gluten.

Q: If celiac disease is so common, why haven't I heard of it, and why don't more people have it?

A: They do. For every celiac diagnosed, 140 go undiagnosed – sadly, those people may develop serious complications and/or associated conditions. Awareness is growing, but continued efforts must be made to educate physicians and the general public about this very common condition.

Q: I have diabetes (Type 1) and was just diagnosed with celiac disease. Help!

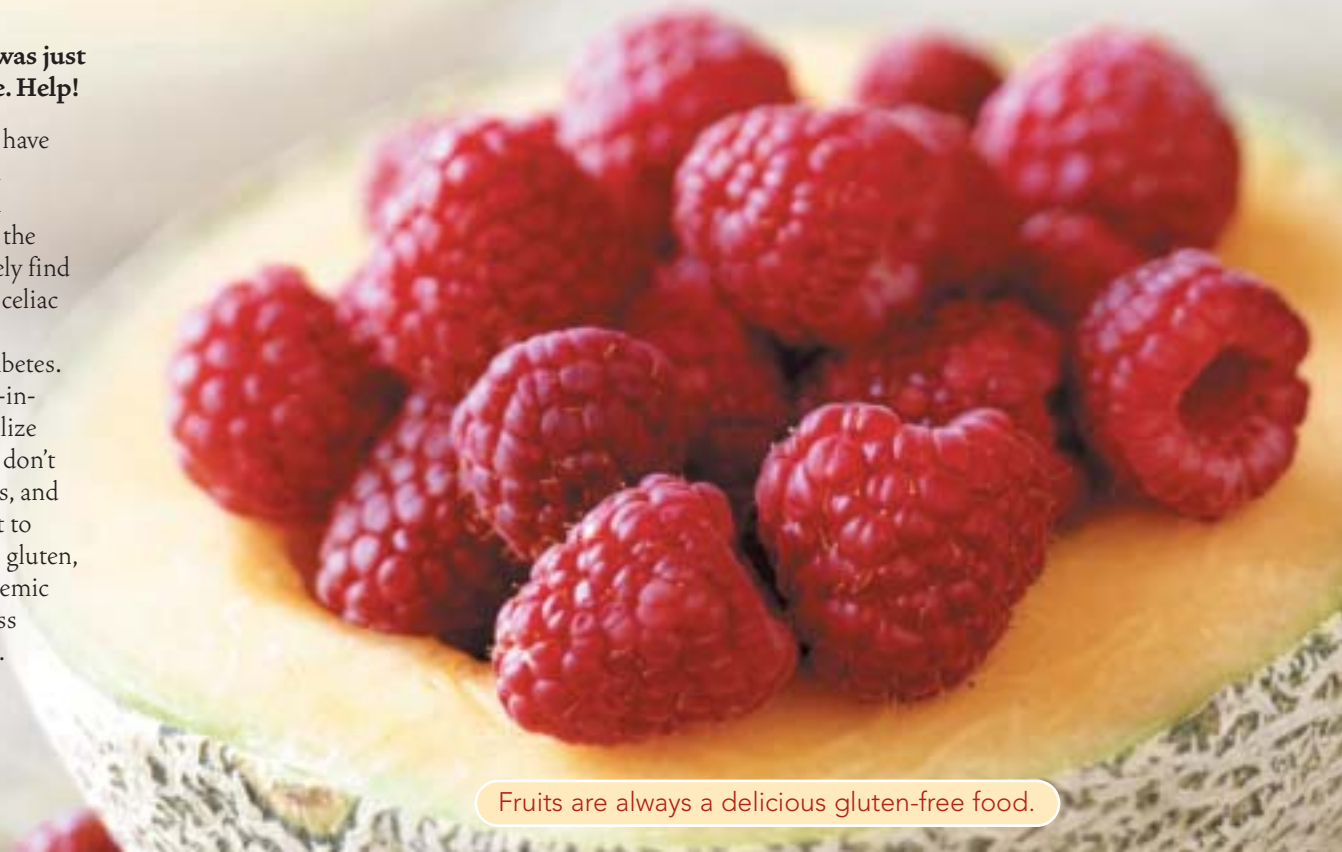
A: People with celiac disease often have other conditions, such as Type 1 diabetes, thyroid disease, Down syndrome, lupus or arthritis. In the case of diabetes, you'll most likely find that the secondary diagnosis of celiac disease is “just what the doctor ordered” in controlling your diabetes. The two conditions do go hand-in-hand, yet many people don't realize they have celiac disease, so they don't eliminate gluten from their diets, and their glycemic levels are difficult to control. When you do eliminate gluten, you will probably find your glycemic levels to be more predictable, less volatile and far easier to control.

Q: How do I know for sure if a product is gluten-free?

A: It's important to learn to read labels carefully. These days, labels are better about clarifying their ingredients than they used to be, so they'll say, for instance, “modified corn starch” instead of “modified food starch” (which would leave you wondering if the “food” was a gluten-containing product). Most products have a toll-free number for consumer information; get in the habit of calling to ask if the product is gluten-free. As awareness of the need for gluten-free products increases, you'll find more manufacturers voluntarily labeling products as being gluten-free.

Q: Where can I go for more answers to my questions about these medical conditions, being tested for celiac disease, the gluten-free diet and learning to live – and love – the lifestyle?

A: Glad you asked! Read on....



Fruits are always a delicious gluten-free food.

resources

It's important to educate yourself about your condition and the wheat-free/gluten-free diet. You'll find that some of the information available on the subject is conflicting and even inaccurate, so make sure your resources are credible, and that the information is based on current medical research.

Books

There are many books that address the medical aspects of the gluten-sensitivity spectrum, as well as the practical issues involved in learning to live – and love – the wheat-free/gluten-free lifestyle. We partnered with expert Danna Korn, author of two recommended books:

1. *Wheat-Free, Worry-Free: The Art of Happy, Healthy, Gluten-Free Living* has been reviewed and approved by four of the nation's leading researchers (specializing in gluten intolerance/ceeliac disease), and the gluten-free guidelines are in line with those recently established by the American Dietetic Association.
2. For those with children on the wheat-free/gluten-free diet, *Kids with Celiac Disease: A Family Guide to Raising Happy, Healthy, Gluten-Free Children* is a comprehensive "manual" that addresses all of the unique challenges faced by families of kids on a gluten-free diet.

Several good cookbooks are available for people interested in wheat-free/gluten-free recipes. Many can be found in the book section of Wild Oats stores.

Support Groups

Some people find comfort in joining support groups. There are four national support groups for people with celiac disease/gluten intolerance: three for adults, and one for kids. Each has chapters throughout the country.

Celiac Disease Foundation

13251 Ventura Boulevard, Suite 1
Studio City, CA 91604-1838
818.990.2354
www.celiac.org

Celiac Sprue Association/U.S.A.

P.O. Box 31700
Omaha, NE 68131-0700
402.558.0600
www.csaceliacs.org

Gluten Intolerance Group

15110 10th Avenue S.W., Suite A
Seattle, WA 98166-1820
206.246.6652
www.gluten.net

R.O.C.K. (Raising Our Celiac Kids)

3527 Fortuna Ranch Road
Encinitas, CA 92024
858.395.5421
www.celiackids.com

Internet

General information

www.celiac.com

Includes general information on celiac disease and related conditions, safe and forbidden foods and ingredients on the gluten-free diet and scientific research and publications.

Listserv

listserv@maelstrom.stjohns.edu

A listserv is an e-mail-based mailing list for a group of people who share similar interests. You can post questions and comments to the celiac listserv and receive individual or group replies.

National Institutes of Health

www.niddk.nih.gov/health/digest/pubs/ceeliac/index.htm – Includes articles on celiac disease, treatment and the gluten-free diet.

Online shopping

www.glutensolutions.com

Online one-stop-shopping for specialty products not available at Wild Oats.

Food Allergy and Anaphylaxis Network

www.foodallergy.com

The Food Allergy Research and Resource Program

University of Nebraska
www.farrp.org

Subscription publications


Gluten-Free Living

Gluten-Free Living
19A Broadway
Hawthorne, NY 10532
914.741.5420
info@glutenfreeliving.com
www.glutenfreeliving.com

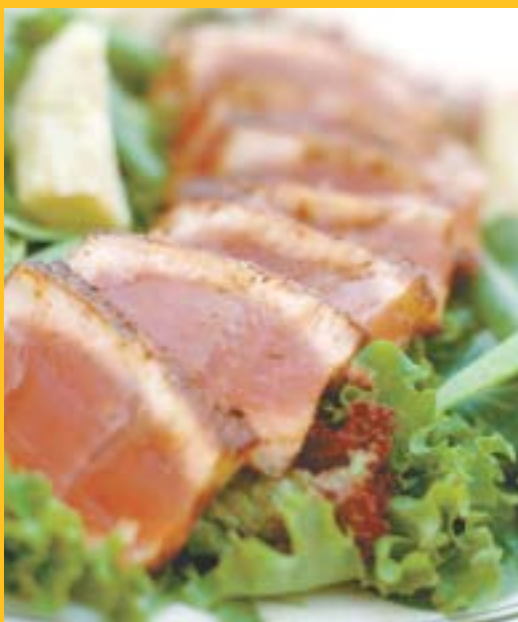
Sully's Living Without

(also available at Wild Oats stores)
P.O. Box 2126
Northbrook, IL 60065
847.480.8810
www.livingwithout.com

For an online version of this guide, visit www.wildoats.com



Try different ethnic foods, like these tangy mediterranean dolmades, which – you guessed it – are gluten-free.



For more information about Wild Oats' commitment to helping you live a happy and healthy gluten-free lifestyle, please visit www.wildoats.com or call **800.494.wild.**

© 2004 Wild Oats Markets, Inc.

#13203