



Gluten-Free Shopping Guide for Gluten Intolerance



There are many reasons to eat a gluten-free (GF) diet. For some, like those with Celiac's disease, it is medically necessary. For others, those with gluten intolerance or sensitivity, it is not medically necessary and small amounts of gluten may be tolerated. This guide is provided to help gluten-intolerant or, gluten-sensitive, customers navigate Pilgrim's Market. For those with Celiac's disease, see our *Gluten-Free Shopping Guide for Celiac's Disease*.

What Is Gluten Intolerance?

Also known as gluten sensitivity, gluten intolerance is a non-immunological response to gluten that manifests in various ways. People with gluten intolerance are highly variable in their level of sensitivity to gluten. Some can tolerate small amounts of bread/gluten, while others may be as reactive as a highly sensitive Celiac. This guide is for those who can tolerate negligible amounts of gluten.

What Is Gluten?

Gluten is a general term for a class of protein peptides found in several plants. These peptides are present predominantly in wheat (glutenin and gliadin), rye (secalin), barley (hordein), and other grains derived from these plant families. Gluten is responsible for giving dough shape, by producing a webbed matrix that traps air in the bread. It also produces volume and a chewy texture. This is why gluten is often associated with bread.

Where Do You Find Gluten?

Gluten is found in many foods – predominantly wheat, rye, barley, triticale, and products or ingredients derived from them. It can also find its way into foods through cross-contamination and food processing techniques. Additionally, it can be found in 'non-food' products such as supplements, medications and beauty products.

Understanding Symbols & Labels

Learning how to read labels is ESSENTIAL to eating a GF diet. There are many certification symbols (as shown here) that ensure foods have been tested and facilities adhere to strict cross-contamination guidelines, making it easier to identify GF foods. Packaging that doesn't have a symbol or specifically states "gluten-free" may still be safe to eat but might indicate a lack of certification.



According to the FDA, as of August 3rd, 2013, to use the words "gluten-free" on packaging, a finished product cannot contain more than 20 parts per million (ppm) of gluten. This is the same threshold used for products that are certified GF.



Wheat-free products do not contain wheat but could still contain other gluten-containing ingredients. These labels are helpful for people with a wheat allergy but do not ensure safety for a celiac or GF intolerant customer.



Made with gluten free ingredients means that a product was made with gluten-free ingredients but may be subject to trace amounts of gluten through cross-contamination. Avoid products labeled as such.



This sticker is a courtesy to help shopper's identify GF products quickly, although not all items in the store that contain this label have been certified. Also, despite our best efforts, products move around the store frequently and stickers can be misplaced. Be sure to identify that the package is also labeled "gluten-free".

Deciphering Ingredients

Carefully read ALL ingredients listed on a food label. If you are unsure if an ingredient contains gluten, ask us for help or simply avoid this product. Do not consume foods that state, "Contains Wheat" or "This product was manufactured in a facility that also processes wheat".

What About Oats?

Oats themselves do not contain gluten, however, they are commonly cross-contaminated, because of the equipment they share with wheat. Also, some people may be sensitive to the oat protein, avenin, which is similar in structure to gluten. Oats are a great staple to a GF diet, so to ensure safety, purchase only oats labeled "gluten-free". Be cautious with products that contain oats or oat-derivatives not specifically labeled as GF.



Gluten-Free Shopping Guide for Gluten Intolerance

DEPARTMENT	= Safe = Caution = Avoid	Safety Rating
Produce 	Fruits and vegetables are naturally devoid of gluten and generally safe.	
Meat & Seafood 	Fresh fish and meat from the cold case are safe as well as most packaged meat. Be cautious when purchasing meat with added ingredients, such as sausage or pre-seasoned meats. Meat-alternatives often use vital wheat gluten as a binder, so be sure to read labels.	
Dairy 	Dairy is a naturally GF food, but with all packaged products, read labels carefully.	
Grocery 	As the largest department in the store, grocery offers thousands of products that are GF. Be a label warrior and check packaging for GF statements. Some products are GF but aren't labeled as such, due to added costs. These foods are generally safe for the gluten intolerant.	
Bakehouse 	GF bakery items are made with GF ingredients and should be safe for most GF shoppers. However, if you are highly sensitive, there is a chance of cross-contamination, and you may wish to avoid this area. However, packaged gluten-free flours that are sold near the Bakehouse area are safe.	
Bulk Foods 	If you are not highly sensitive, Bulk Foods is a great place to find GF flours, nuts, cereals, trail mixes, spices, etc.	
Beer/Wine 	PM offers a wide variety of GF beers, wine, sake and ciders, all safe in a GF diet.	
Supplements 	There are two supplement companies that produce all products in a certified GF facility, MegaFood™ and Country Life™. Acure™ is a beauty company that sells only certified GF products. All other health and beauty products should be screened for a GF label. If you need assistance, ask our helpful Supplements Staff.	
Deli/Hot Foods/ Juice Bar 	If you are not highly sensitive, the deli offers lots of great GF choices. Read labels and ask questions about ingredients if you unsure. Cross-contamination is a risk.	

For More Information:

Gluten Intolerance Group (GIG) – www.gluten.net

Celiac Support Association (CSA) – www.csaceliacs.org

National Foundation for Celiac Awareness (NFCA) – www.celiaccentral.org

For specific product recommendations, a personal grocery store tour or for other questions, contact Pilgrim's Wellness Clinic and schedule an appointment with our in-store dietitian today: 208.676.0400!