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Consumers with coeliac disease demand more dependable labelling from brands and manufacturers
Shopping habits survey by Coeliac UK reveals importance of Crossed Grain trademark

Coeliac disease is a serious autoimmune disease and currently, the only treatment is to follow a strict gluten free diet for life. Clear and accurate labelling is a lifeline to those who need to eat gluten free. New research reveals that more than three quarters (76%) of surveyed shoppers actively want products to be labelled with the Crossed Grain trademark, which provides them with the confidence they need.

The Crossed Grain trademark shows that a product has been through a rigorous process, based on an international standard, to demonstrate that it is safe for consumption for people with coeliac disease and endorsed by the charity Coeliac UK.

The findings come from a Coeliac UK survey into the shopping habits of gluten free consumers. It was completed by 6,500 people, 77% of whom have been diagnosed with coeliac disease.

Whilst gluten free products are a necessity for coeliac disease consumers or those with a gluten related condition, they're also crucial for brands. The gluten free market is currently worth an estimated £835m per year, with 1 in 10 shoppers regularly hunting for gluten free options.

Over three quarters (76%) of respondents say the products they purchase are licensed with the Crossed Grain trademark. Importantly two out of every three gluten free consumers say they trust products licensed with Coeliac UK's Crossed Grain trademark more than they trust gluten free labelled products without the Crossed Grain trademark.

With coeliac disease being a condition for life, diagnosed people are a core customer base and are already a highly engaged audience, with 97% reporting to be aware of Coeliac UK's Crossed Grain trademark.

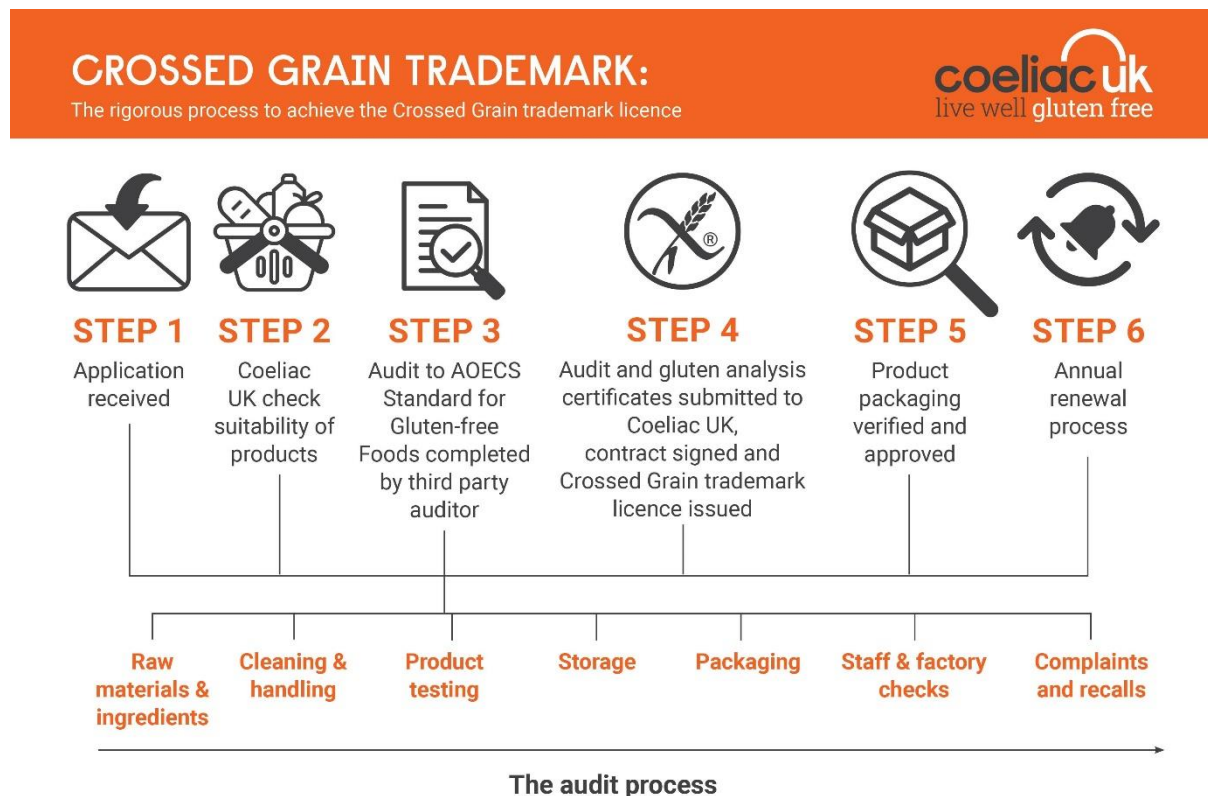
The Crossed Grain trademark could save consumers time on the length of shopping trips and potentially increase brand loyalty, with 75% saying that reading ingredients on labels is time consuming, while 82% saying their shopping takes longer than before following a gluten free diet, so clearer labelling by brands and retailer in-store signposting would be welcomed.

Nearly all (95%) described Coeliac UK's Crossed Grain trademark to be of importance when shopping for products for a gluten free diet.

Hilary Croft, CEO of Coeliac UK, says: "Coeliac disease is an autoimmune condition caused by a reaction to gluten. When someone with coeliac disease eats gluten their body attacks its own tissue, causing damage to the lining of the gut. At least 1 in 100 people in the UK and Europe are affected by coeliac disease, where the only treatment available is to follow a strict gluten free diet for life.

"This makes food labelling incredibly important as eating food containing gluten can have a serious impact on the health of people with coeliac disease. The Crossed Grain trademark is a nationally and internationally recognised symbol, promoted by coeliac organisations across the world, providing a trusted and quick signpost for consumers that the food products are safe for them to eat."

To use the Crossed Grain trademark, products must meet a range of criteria to ensure that they are gluten free, both in terms of the ingredients and the production process.



Manufacturers and brand owners can apply for a licence to use the Crossed Grain trademark and certify their eligible gluten free products with Coeliac UK, as well as being able to access consultancy support to ensure on-pack messaging and labelling meets gluten free legal requirements. This provides consumers with certainty on the gluten status of a product beyond the use of the wording 'gluten free' on pack and plays an important role in purchase decisions.

Brands that already bear the Crossed Grain trademark acknowledge its benefit. Chris Hook, Director – Free From at Warburtons, a Crossed Grain trademark licensee, explains: "We have been using the Crossed Grain trademark since we launched our gluten free range in 2011, and without it, our free from range wouldn't be where it is today. The benefit to both us, as a manufacturer, as well as our retail partners and consumers cannot be underestimated."

Emma Heath, Head of Marketing at Nairn's, adds: "For over a decade, Nairn's has been making a wide range of great tasting gluten free products to uncompromisingly high standards. As long-term partners of Coeliac UK, we are proud to display the Crossed Grain trademark on all our gluten free packaging. It provides added and instantly recognisable reassurance to those that need it that our products are of a high quality and certified safe to eat."

To find out more about the Crossed Grain trademark, please visit www.coeliac.org.uk/crossedgraintrademark

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Notes to Editors:

About the survey:

- The shopping habits survey was sent out to Coeliac UK's community of over 65,000 engaged members across the UK, with responses received from 6,500 customers
- The survey was completed in 23 February 2022
- Survey respondents are representative of all regions of the UK and a mix of income levels
- Almost 9 in 10 of the respondents were following a gluten free diet themselves and over three quarters had been medically diagnosed with coeliac disease

About Coeliac UK

For over 50 years, Coeliac UK has been the expert on coeliac disease and the gluten free diet. We are an independent charity helping people living without gluten to live happier, healthier lives. We do this by providing 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 we do it all so that one day, no one's life will be limited by gluten.

For more information visit: www.coeliac.org.uk

See our [fact sheet](#)

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