

Anna Higuera García - Food Science and Technology - June 2016

## Introduction:

- ✓ Disorder increasing in the population. Serious public health problem. Intestinal chronic disease more frequent in western countries.
- I% of Spanish people is coeliac
- ✓ Disorder of the small intestine caused by an immunological response to gluten
- ✓ Intestinal and extra-intestinal symptoms
- ✓ Gluten is found in: wheat, barley, oats, spelt, kamut, rye and triticale

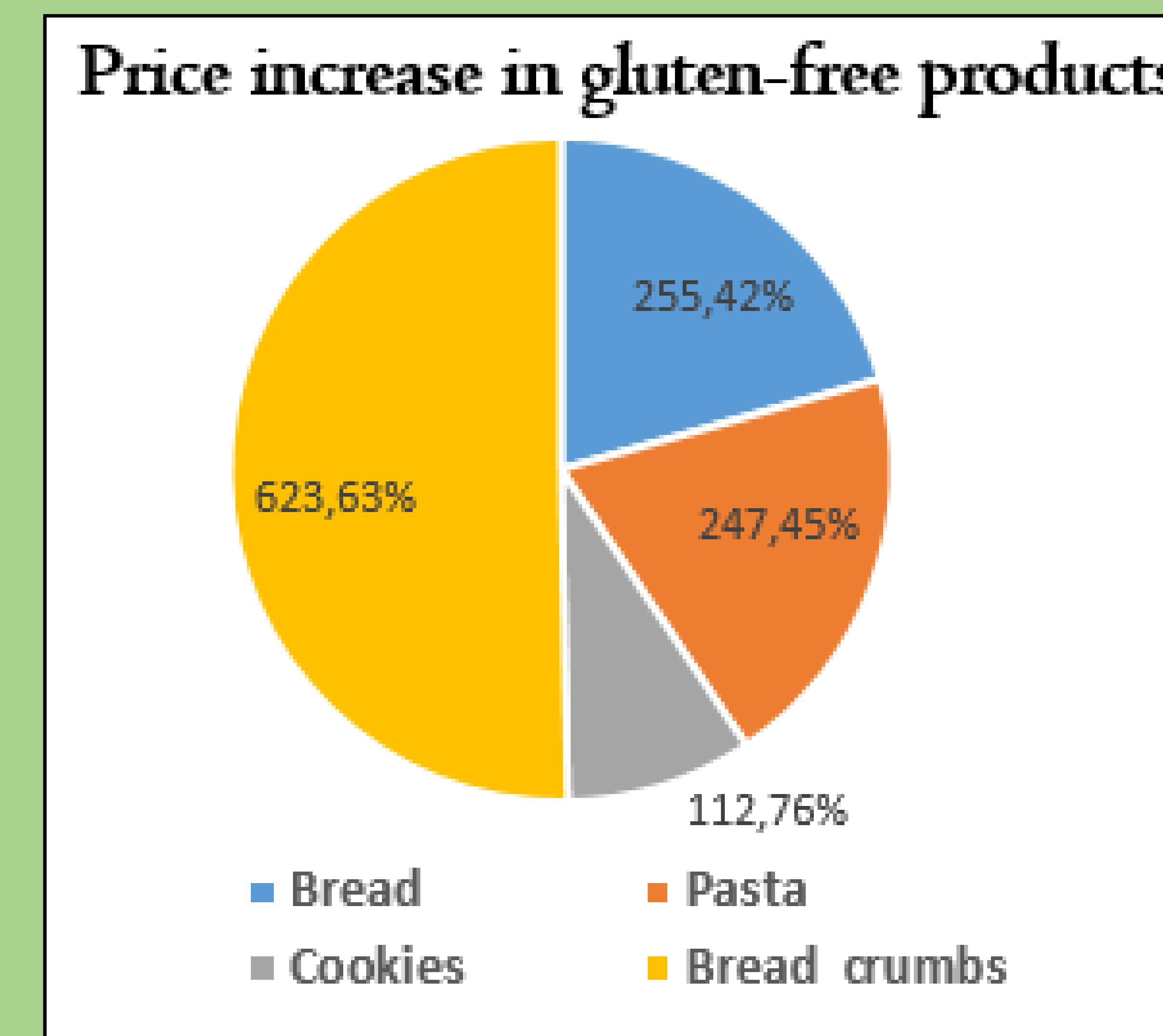
## Methodology:



## Objectives:

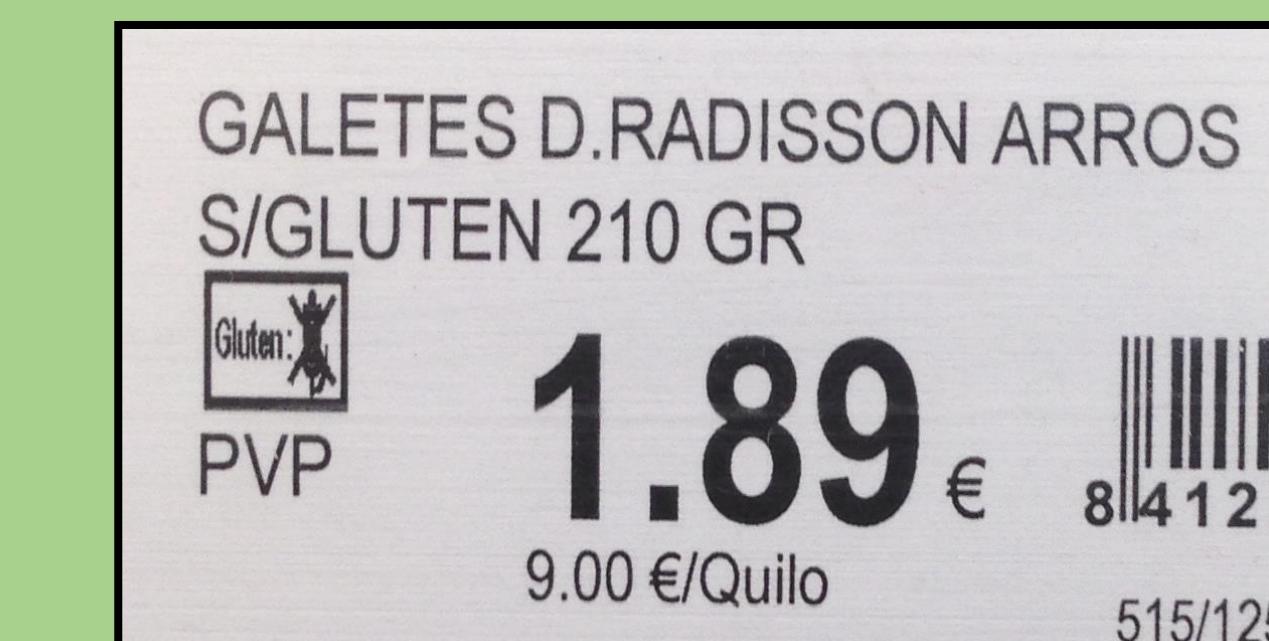
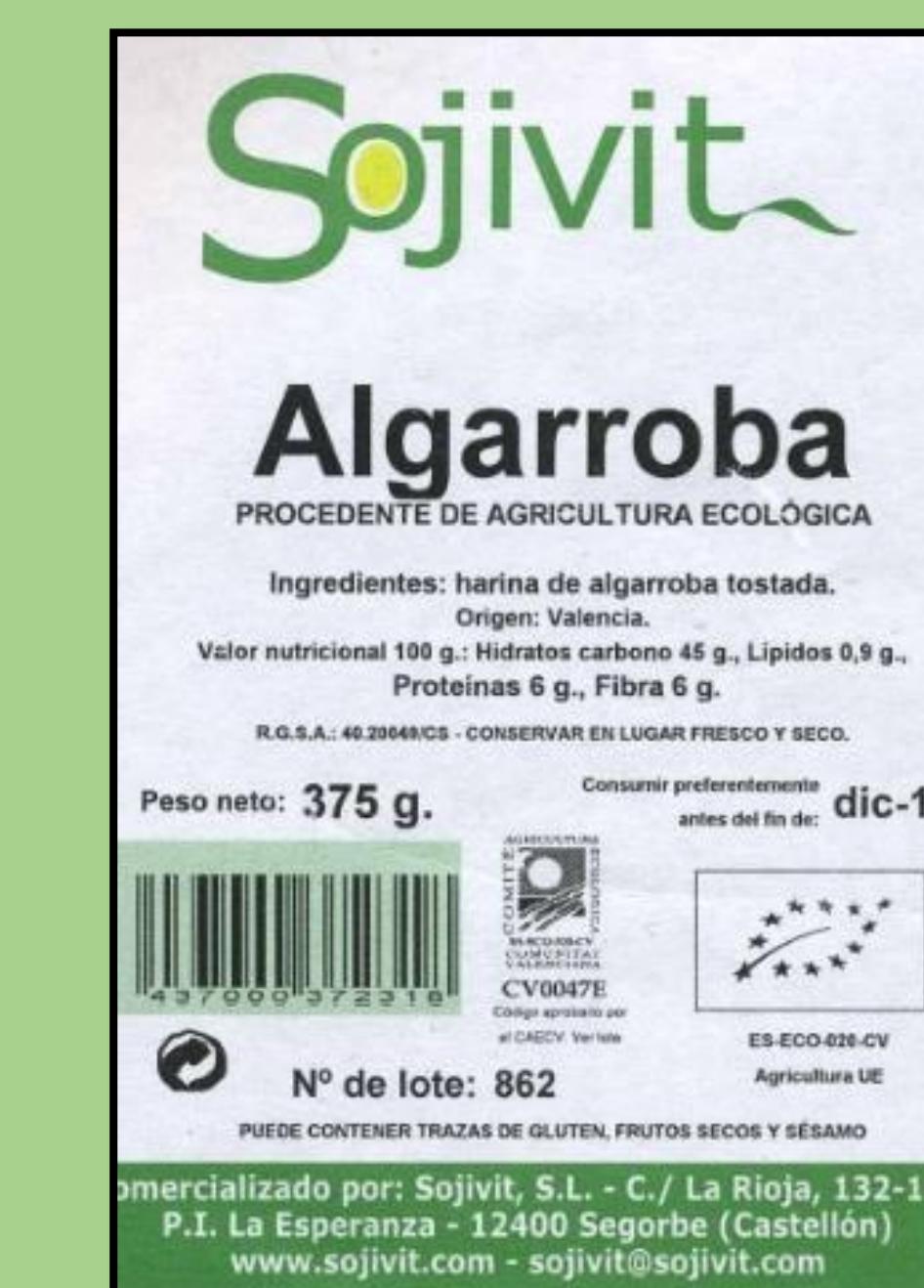
- ✓ Define and describe gluten intolerance
- ✓ Evaluate availability and price of gluten-free products in the market
- ✓ Show the viewpoint of a coeliac person
- ✓ Design a leaflet

## Price of products:



Annual price increase = 1,954.16 €

## Product labeling:



**ES: INGREDIENTES:** Cereales (trigo integral {34%}, arroz {19%}, salvado de trigo {6.5%}, cebada {3%}, harina de malta de cebada {1.5%}, harina de avena {1.5%}), granolas de semillas de girasol y lino (15%) (cereales {avena integral [6.5%], harina de trigo [1.5%], centeno [1.5%]}, azúcar, conglomerado de arroz {harina de arroz, harina de maíz, azúcar}, semillas de girasol, semillas de lino, almidón modificado, extracto de malta de cebada, aceite de girasol, sal, emulgente [lecitina de soja], aromas,

## Summary and Conclusions:

- ✓ Extensive information
- ✓ Variety of foods available
- ✓ Suitable labeling
- ✓ Gluten intolerance → gluten-free diet
- ✓ Cross contamination
- ✓ High price
- ✓ Products not grouped and improper signage