

HOW MUCH DO YOU KNOW ABOUT Gluten?

MOST AMERICANS (90 PERCENT) HAVE HEARD OF GLUTEN, BUT FEW CAN PROPERLY DEFINE IT AND MAY UNKNOWINGLY BE EATING GLUTEN EVEN WHEN THEY THINK THEY ARE AVOIDING IT, ACCORDING TO A SURVEY BY GLOBAL PUBLIC HEALTH ORGANIZATION NSF INTERNATIONAL.

CAN YOU DEFINE IT?



define gluten **INCORRECTLY** or are not sure what it is.



One out of five (20 percent) define it **INCORRECTLY** as a protein found in all carbohydrates or wheat.



One-quarter of consumers (26 percent) think wheat-free are also gluten-free.



correctly identify gluten as a **PROTEIN FOUND IN WHEAT AND RELATED GRAINS**, such as barley and rye.

How can you tell?

Consumers rely on their knowledge about **ingredients containing gluten** to make purchasing decisions, despite their misunderstanding about which ingredients contain gluten.

WHICH FOODS CONTAIN GLUTEN?

Respondents **INCORRECTLY IDENTIFIED RICE** (47 percent) and **POTATOES** (34 percent) as containing gluten.



Only 41 percent identified **BEER** and 51 percent identified **SALAD DRESSINGS** as containing gluten.



Also, many don't realize that gluten can be found in **SPICES/FLAVORINGS** (75 percent) and **DIETARY SUPPLEMENTS** (62 percent).



Did you know?

You can only be certain a product is truly gluten-free by confirming that it has been certified by a third party. NSF International **Gluten Free Certification** assures the product does not contain gluten over the FDA's allowable limit and is manufactured in a facility that prevents cross-contamination.



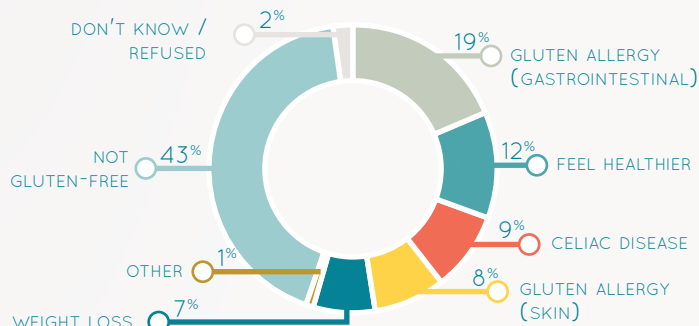
INFORMATION IS AVAILABLE

- » Follow these easy tips when shopping for gluten free foods: www.nsf.org/consumer
- » Search for **NSF gluten free certified products online** or look for the NSF gluten free certification mark.
- » NSF's Consumer Information Specialist can answer any questions you may have about gluten-free certified products at info@nsf.org or (734) 418-6612.

WHY ARE YOU GLUTEN-FREE?

CONSUMERS ADOPT A GLUTEN-FREE LIFESTYLE FOR A VARIETY OF REASONS.

When asked **why**, respondents[†] said...



[†]BASE: EVER HEARD OF GLUTEN



Visit www.nsfconsumer.org to learn more.