



NEWS BACKGROUNDER

Introducing a new gluten-free breakfast option from Nestlé

Nestlé is launching a new gluten-free cereal that appeals to the health-conscious individual who wants to have a new option for the right start of the day. With all the flavour and nutritious benefits of a regular bowl of corn flakes and none of the gluten, Nestlé Gluten Free Corn Flakes is the latest product to strengthen Nestlé's commitment to diversity and choice.

Marking a breakthrough in breakfast cereals, Nestlé Gluten Free Corn Flakes will be available in the mainstream cereal aisle and comes in Traditional and Honey flavours.

The most important meal of the day

It is often said that breakfast is the most important meal of the day. A well-rounded breakfast in the morning is important to starting the day in the right way, especially for children and young adults. But busy lives, financial concerns, and a barrage of conflicting information on diets mean that many families find it difficult to find breakfast options that work for the whole family.



Creating more options

For those looking to add a convenient, tasty and affordable gluten-free option to their diets, Nestlé has developed Gluten Free Corn Flakes, which is easy to find in the main cereal aisle and provides a new breakfast option for families. Developed with the family in mind, Gluten Free Corn Flakes are a delicious option for everyone to enjoy in the morning. By offering a gluten-free breakfast at an affordable price, Nestlé is giving consumers another choice to feel good about what they give their families in the morning.

What is gluten?

Gluten is the name given to the proteins found in grains such as wheat, barley and rye. It gives dough its elasticity and is the reason why foods like bread have a chewy texture.

Specifically, gluten is the composite of two proteins: gliadin and glutenin. Along with starch and oils, this component occurs naturally in the endosperm of various grass-related grains. When these grains are ground to make flour and baked, it is the gluten that causes it to bind together, rise, and take shape.

Gluten is naturally present in many grain-based food staples such as bread, cereals and pastas. However, it is also found in other varieties of food and drink like sauces, dressings, processed meats, beer, cakes and biscuits – either due to cross contact at the factory or present in an ingredient in these recipes.

Corn itself does not inherently contain gluten, but there is a possibility of cross-contamination with other grains while the corn is being processed and prepared. Corn is often grown in fields that have been used to grow crops that contain gluten, such as wheat and barley, which contaminates the soil and the resulting harvest. In the harvesting and manufacturing process of new Gluten Free Corn Flakes, Nestlé has validated all raw materials to ensure there is no issue of cross-contamination and that every flake will be free of gluten.



The need for gluten-free products

A small proportion of people are intolerant to gluten. For these people, gluten causes severe discomfort and even adverse health problems when ingested. The most common form of intolerance to gluten is called Coeliac Disease, which affects roughly 1% of the UK population (0.8-1.9%)¹. Coeliac Disease is an immune disease that affects the small intestine by causing it to adversely react to gluten.

The most effective treatment for Coeliac Disease is to follow a strict gluten-free diet. This remedies the discomfort, fatigue and other symptoms brought about by the consumption of gluten and decreases the risk of long term complications.

In addition to Coeliac Disease, scientists have become aware of another potential form of intolerance called non-coeliac gluten sensitivity.² After consuming gluten, people with gluten sensitivity may experience coeliac disease symptoms, such as diarrhea, fatigue and joint pain but don't appear to have damaged intestines.

More recently, many people have become curious about gluten-free diets due to celebrity endorsement and press coverage.

A gluten-free option for all

As gluten is found in many foods, it is a part of most people's diets and therefore can be difficult to avoid. For anyone looking for tasty and convenient gluten-free products, whether through necessity or curiosity, Nestlé Gluten Free Corn Flakes provide a breakfast option that can help make the transition easier.

Developed in response to the growing gluten-free market, Nestlé Gluten Free Corn Flakes provide the nutrition and great taste of corn flakes, but without the gluten, allowing consumers to continue to enjoy the taste they love of corn flakes, and at the same price too.³



The importance of fortified gluten-free products

People with Coeliac Disease can be at risk of not meeting their vitamin and mineral needs (specifically iron, calcium, vitamin D, B-vitamins or magnesium). Dr Jolene McMonagle, CPW Nutritionist for breakfast cereals, states that people with undiagnosed or untreated gluten-related conditions are known to struggle to properly absorb the nutrients in their foods due to an inflamed bowel, putting them at risk of malnutrition. People following strict gluten-free diets should therefore be encouraged to consume greater amounts of foods rich in vitamins and minerals to help combat these deficiencies and, in some cases, supplementation may even be required.

Each Nestlé Gluten Free breakfast cereal is fortified with B-vitamins and iron. 95% of ready-to-eat cereal in developed markets is eaten with milk, thereby providing additional vitamins and minerals to the diet.

Nestlé and CPW

Nestlé breakfast cereals are manufactured by Cereal Partners Worldwide (CPW S.A.). Cereal Partners Worldwide (CPW S.A.) was founded in 1990 as a joint venture between General Mills Inc. and Nestlé S.A. to produce and sell ready-to-eat breakfast cereals worldwide outside the United States and Canada. It leverages the strengths of its two partners. Headquartered in Lausanne, Switzerland, Cereal Partners Worldwide has 16 factories and employs over 4000 people all over the world. CPW has a strong portfolio of brands - including the CHEERIOS® franchise, SHREDDIES®, SHREDDED WHEAT®, COOKIE CRISP® and CURIOUSLY CINNAMON®. The company has a track record of strong volume growth, as well as sales and market share development.

REFERENCES:

1. NHS NICE Coeliac Disease profile, Clinical Knowledge Summaries, 17 May 2010.
2. Aziz I, Lewis NR, Hadjivassiliou M et al (2014) A UK study assessing the population prevalence of self-reported gluten sensitivity and referral characteristics to secondary care. *Eur J Gastroenterol Hepatol.* Jan **26**(1):33-9.
3. Based on Recommended Retail Price – consumer prices are always at the retailer's discretion.

