



Gluten-Free Shopping Guide for Celiac's Disease



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 customers with Celiacs Disease navigate Pilgrim's Market for a safe, GF shopping experience. For those with gluten intolerance or sensitivity, see our *Gluten-Free Shopping Guide for Gluten Intolerance*.

What Is Celiac's Disease (CD)?

CD is an autoimmune disorder, triggered by gluten that affects the small intestine. It is characterized by chronic inflammation of the small intestinal mucosa, resulting in shrinkage and flattening of intestinal villi, malabsorption, and a variety of clinical manifestations. Symptoms can include diarrhea, abdominal cramping, distention and various dermatitis' in both children and adults. Left untreated, CD may lead to vitamin and mineral deficiencies, osteoporosis and other problems, which is why a GF diet is absolutely necessary. If you suspect that you or a loved one has CD, get tested before beginning a GF diet.

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 customers.



Made with gluten free ingredients means that a product was made with GF 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".



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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”. Avoid products that contain oats or oat-derivatives not specifically labeled as GF.

Use the chart below to identify potential sources of gluten or cross-contamination throughout the store. Remember, you can always ask for assistance if you have questions.

DEPARTMENT	 = Safe  = Caution  = Avoid	Safety Rating
Produce 	Fruits and vegetables are naturally devoid of gluten and are generally safe. However, be aware that some produce is purchased in bulk and packaged for your convenience. Look for this statement on our in-house labels: “Made in a facility that processes soy, peanuts, tree nuts, eggs, dairy & wheat.”	
Meat & Seafood 	Meat is naturally a GF food but has potential of cross-contamination, as breeding is often used in meat departments. Fortunately, PM’s Meat Department does not bread any of their products. 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 	With all packaged products, read labels carefully. Dairy is a naturally GF food, however some yogurt or kefir cultures may have been grown on a gluten-containing grain or processed in a facility that uses gluten.	
Grocery 	As the largest department in the store, grocery offers thousands of products that are GF. Be a label warrior and always make sure packaging states GF. If not, you can ask for assistance or further investigate through the product’s website or by calling the manufacturer. Some products are GF but aren’t labeled as such, due to added costs.	
Bakehouse 	Due to the risk of cross-contamination, it is recommended to avoid the in-house bakery products. However, packaged gluten-free flours that are sold near the bakery area are safe.	
Bulk Foods 	Even though our staff takes great care in ensuring GF products stay separate, there is no guarantee that there is not potential cross-contamination in the Bulk Foods Department. Whether nuts were processed on equipment shared with glutenous materials or a customer used the wrong scoop, you can’t be sure. Avoid this area altogether. Instead, find these foods in Grocery that have been certified GF.	
Beer/Wine 	Pilgrim’s offers a wide variety of GF beers, wine, sake and ciders, all safe for 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 	Due to the risk of cross-contamination, it is recommended that customers with celiac disease avoid the deli products including hot and cold prepared foods.	

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!