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FOR IMMEDIATE RELEASE:

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Gluten-free products gaining popularity

Los Alamos, NM – “I was surprised to find out just how many people eat gluten-free,” says Matt Dreier, Grocery Department Manager at the Los Alamos Cooperative Market. “Some have Celiac Disease, others have discovered they are gluten sensitive through trial and error, and a few have simply read about the possible benefits of a gluten-free diet and are giving it a try.”

Gluten is wheat gum, the insoluble component of [grains](#) (such as [wheat](#), [barley](#), and [rye](#)), it is a mixture of gliadin, glutenin, and other proteins that can cause allergy-like reactions in certain people. A gluten-free diet is the primary therapeutic treatment for [celiac disease](#), but may also help other conditions, according to the Gluten Intolerance Group website. Grains like buckwheat, amaranth, rice, corn, and quinoa, and starches like potato, soy, and tapioca as substitutes for gluten-containing products.

“As more people discover the Co-op and more become curious about the benefits of a gluten-free diet, product sales have been increasing,” says Dreier. “It’s a growing market, for sure.”

The Co-op offers a wide selection of gluten-free products including a dozen different gluten-free breads, cookies, crackers, tortillas, oats, pastas and more. The Deli Department also cooks gluten-free meals and bakes gluten-free treats on a daily basis.

“Also, I hear a lot of people comment how they can do their shopping without having to drive all the way to Santa Fe,” Dreier says. “A lot of shoppers are also excited to see such a variety of gluten-free options and brands they’ve never seen before.”

Dreier says there are several families in which one is gluten-free, and the rest of the family often eats gluten-free as a result. He tells the story of one mother who came in with

her teenage son, who had just been diagnosed with Celiac, looking for gluten-free options. "After showing them various items including GF cookies, donuts, and potato chips, the mother told me, 'You've made him so happy, he never thought he'd be able to eat that kind of stuff ever again.'" Dreier adds, "We have also made it easier to find gluten-free products at the co-op by signing gluten-free items with a small, green colored 'GF' sign at the product location."

The Los Alamos Cooperative Market is a member-owned enterprise but the public is welcome to shop. Membership is not required.

The Co-op opened in March of this year. Its mission includes promoting awareness about food, nutrition, health, and cooperative values. Visit losalamos.coop for more information or find the Co-op on Facebook for updates.

Phone: 505-695-1579

Address: 95 Entrada Drive, next to Holiday Inn Express

Website: losalamos.coop

Hours: Monday – Saturday: 7 a.m. to 9 p.m., Sunday: 8 a.m. to 8 p.m.

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