

# Living gluten free with *Wegmans*



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## Hi folks,

We continue to hear from more of our customers who are looking for great-tasting gluten-free foods.

Many of you have told us how challenging it can be to find gluten-free foods that everyone in your family will love. Since the early 1990s, we have been committed to helping our customers find everything they need for easy, healthy, affordable gluten-free meals.

For starters, we have over 2,000 Wegmans Brand gluten-free products. Just look for our Gluten Free Wellness Keys on the product's label or check out our online product catalog on [wegmans.com](http://wegmans.com) and the Wegmans App.

We're especially proud of our absolutely delicious gluten-free *Food You Feel Good About* pastas, plus cookie, cake, and brownie mixes that are getting rave reviews from our shoppers.

And these products are just the start. We also have over 400 gluten-free recipes on [wegmans.com](http://wegmans.com), so you can plan out all of your menus and shopping lists online.

**Want a little more help?** Our Nature's Marketplace and Health & Wellness employees can show you how to use our App to find gluten-free options throughout the store.

So, when it comes to helping you find the best gluten-free foods, we have everything covered. I hope you'll check out our selection, talk to our people, and let us know what you think. **We're here to help you!**

Enjoy,

*Danny*

Edited and updated by Trish Kazacos, RDN, Wegmans Corporate Nutrition Manager

## References:

The Celiac Disease Center at Columbia University  
[celiacdiseasecenter.org](http://celiacdiseasecenter.org)

The University of Chicago Celiac Disease Center  
[cureceliacdisease.org](http://cureceliacdisease.org)

Center for Celiac Research  
MassGeneral Hospital for Children  
[celiaccenter.org](http://celiaccenter.org)

Beyond Celiac  
[beyondceliac.org](http://beyondceliac.org)



# Making Gluten-Free Shopping Easier at Wegmans

## Great selection of naturally gluten-free foods

Our Produce, Grocery, Meat, and Seafood departments offer an extensive selection of naturally gluten-free foods, making Wegmans a one-stop gluten-free shopping destination.

## Great service and help from our knowledgeable team

Our Nature's Marketplace and Health & Wellness employees know their products and are passionate about helping customers. They will show you the dedicated gluten-free section filled with products, cookbooks, reference books, and magazines, including the Nature's Marketplace magazine. They will also share product samples and let you know if there are any upcoming gluten-free events scheduled at the store.



## Great value with Wegmans Brand gluten-free products

It's easy to stick to your food budget when you choose from our gluten-free Wegmans Brand items! We search out the best suppliers, then work with them to develop gluten-free Wegmans Brand products. After these products meet our stringent taste and quality standards, we offer them to you at the lowest prices possible. In addition to our own line of over 2,000 gluten-free products, we also carry a variety of national brand items—you'll find most of these in our Nature's Marketplace or Health & Wellness department.



## Are there gluten-free Prepared Foods?

Our stores have different layouts that make it difficult to implement company-wide protocols to prevent cross contact with gluten. Therefore we cannot guarantee that any food that is produced, sliced, packaged or served in our stores would be gluten-free.

Some customers tell us they understand this risk and want to know which items are made without gluten as an ingredient. We identify these items by listing "Made with No Gluten-Containing Ingredients" on specific products or department signs.

## What does "Made with No Gluten-Containing Ingredients" mean?

Made with No Gluten-Containing Ingredients does not mean the item is gluten-free. It means that it does not have wheat, rye or barley ingredients but may contain gluten due to shared preparation areas (shared preparation areas include ovens, cutting boards, utensils, grills, and fryers).

thousands of **products**  
to choose from





Look for these keys on Wegmans Brand products to quickly identify gluten-free items.



**G**  
GLUTEN FREE  
with Oats

**G**  
GLUTEN  
FREE



# Wegmans Wellness Keys

**G**  
GLUTEN  
FREE

We understand that identifying gluten-free foods can sometimes be challenging, so we created two Wellness Keys to help simplify shopping: Gluten Free Wellness Key and Gluten Free with Oats Wellness Key.

While oats are naturally gluten-free, some individuals do not tolerate oats or are advised to avoid oats when beginning a gluten-free diet. Since 2001, the **Gluten Free Wellness Key** has been a trusted tool for customers who are looking for products that are not derived from wheat, rye, barley or oats.

**Before assigning the Gluten Free Wellness Key, we work with our suppliers to verify the following:**

- The product's ingredients are not derived from wheat, rye, barley or oats.
- Manufacturing environment, processing, scheduling, and good manufacturing practices are evaluated for the potential for cross contact with gluten.
- The final product must have <20 ppm gluten from unavoidable gluten present due to inadvertent cross contact.

If there is any doubt or the supplier cannot guarantee gluten-free status, the product will not be labeled as gluten-free.\*

Products labeled with the **Gluten Free with Oats Wellness Key** will follow the same criteria listed above except that these products will contain ingredients derived from certified gluten-free oats.

**G**  
GLUTEN FREE  
with Oats



\*Some single-ingredient grocery, dairy, and frozen Wegmans Brand items meet our Gluten Free Wellness Key criteria but do not have a key on the product label. To find out if a single-ingredient item has been verified to be gluten-free, or anytime you have a question about the gluten-free status of our products, please contact Wegmans Customer Care Center at 1-800-WEGMANS, or you can email us on our Contact Us page.

# Online resources at [wegmans.com/glutenfree](http://wegmans.com/glutenfree)

## 400+ recipes to help you plan gluten-free meals

Our searchable, online recipe database on [wegmans.com](http://wegmans.com) features over 400 gluten-free recipes—all developed by our chefs and nutritionists to make sure the meals are not only gluten-free but also delicious! Use the Gluten Free Wellness Key icon to filter your recipe search on [wegmans.com](http://wegmans.com) and the Wegmans App.

## Create an aisle-by-aisle personalized shopping list



Use our online product catalog to read product descriptions, nutrition facts, and ingredients statements. Then just click on them to create a shopping list tailored to your store.

Gluten-Free Grilled Pizza



Gluten-Free  
Shrimp Scampi



Gluten-Free  
Cauli "Cream"  
Pesto Pasta with  
Broccoli & Tomatoes



# LET YOUR VOICE be heard



So much of what we do at Wegmans is based on the **suggestions and feedback** that our best customers give us! This is your chance to work closely with us to **let your voice be heard**.

As a Wegmans Insider, you'll be able to **tell us what you love, what you'd change, what you'd like to see on our shelves**, and how we can better serve your needs.

Become a member of this exclusive panel and not only can you give us input, you can hear what others are saying, too. We send surveys on a variety of topics a few times a month, including gluten-free topics, which can be completed on a PC/Mac, smartphone or tablet.

## We value what you THINK



We think you'll find that being a member of Wegmans Insiders will be **interesting and rewarding** for you!

## BECOME A Wegmans INSIDER

Get started at  
[insiders.wegmans.com](http://insiders.wegmans.com)



## Making a Special Diet Easier to Swallow



Gluten-Free  
Poached Etruscan  
Salmon

### What can you eat?

It can be overwhelming to think of the foods you cannot eat on a gluten-free diet. Good news! There are lots of foods that are naturally gluten-free:

- Fresh, unseasoned fruits and vegetables
- Plain, unseasoned meat, poultry, fish, eggs, nuts, peas, and beans
- Plain milk
- Certain grains (see next page)

Note: Check for cross contact

Anytime one of the above foods is combined with other ingredients, you need to check if a gluten-containing ingredient is used. You also need to consider if the food was produced in a facility where it could have come in contact with gluten (known as cross contact).

### What about grains?

The following grains are naturally gluten-free and can be included in your diet (not a complete list):

- Amaranth
- Buckwheat
- Corn
- Millet
- Quinoa
- Rice
- Sorghum
- Teff
- Wild Rice

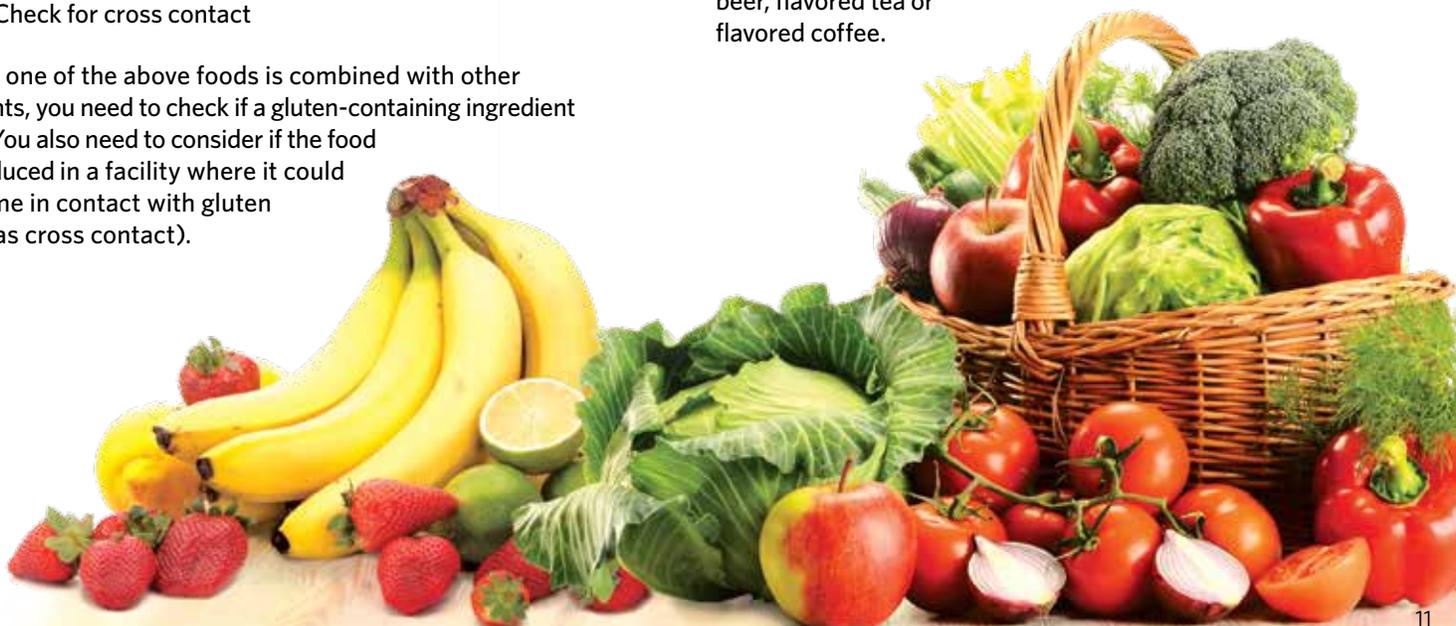
Because these grains could be processed in facilities that also process gluten-containing grains, look for products that are labeled gluten-free. Manufacturers of products labeled as gluten-free must follow the FDA regulation on gluten-free labeling (i.e., have protocols in place to prevent cross contact and the product must have <20 ppm gluten from unavoidable gluten present due to inadvertent cross contact).

### Grains to avoid

- Wheat - This includes all types, such as spelt, durum semolina, kamut, farina, farro, and freekeh
- Barley - This includes all forms, such as malt
- Rye
- Triticale (a cross between wheat and rye)
- Oats not labeled gluten-free

### What foods contain wheat, barley, malt, rye, triticale, and oats?

You will find these ingredients in most bread, pasta, breakfast cereal, and baking mixes. They may also be present in foods and beverages such as bouillon, candy, imitation meat or fish, soy sauce, soup, sauce, seasoned potato chips, seasoned rice mixes, malt vinegar, gravy, beer, flavored tea or flavored coffee.



# How can I tell if it's gluten-free?

## Read the label

The only way to know if a food is gluten-free and free of the risk of cross contact is to read product labels and ingredient statements or ask food suppliers. For example, if a label or package states "wheat-free," it does not necessarily mean the product is "gluten-free" because it may contain rye or barley. Product formulations can change often without notice so it is important to verify that a product is gluten-free at every purchase.

## No gluten-free claim on the label?

For products that do not make a gluten-free claim, you must read the ingredient list and the "Contains" statement carefully. Do not eat or drink any product that contains wheat, barley, malt, rye, triticale, regular oats or brewer's yeast (which may have come in contact with malt).

## What about gluten in other products?

Gluten can frequently be found in health and beauty products like lipsticks and hand lotions. These should be avoided because they could be unintentionally consumed. You'll find safe alternatives in our Nature's Marketplace and Health & Wellness departments, where we stock gluten-free health and beauty products.



## Frequently Asked Questions

### Q What is gluten?

**A** Gluten is a protein found in grains such as wheat, rye, and barley. It is present in many commonly eaten foods like breads, cereals, and pastas. Gluten can also be found in foods or beverages when they are made with ingredients derived from wheat, rye, barley, and some oats (due to cross contact with gluten). Examples of foods and beverages that may contain gluten include sauces, gravies, fillers, seasoning blends, salad dressings, beer, flavored coffee, and flavored tea.

### Q What does gluten do?

**A** The texture and structure of traditional breads or baked goods is due largely to gluten. Achieving a similar texture and structure using gluten-free ingredients can be challenging since they don't function the same way (leaving some gluten-free products dry, dense or easy to crumble).

For more information, visit [wegmans.com/glutenfree](http://wegmans.com/glutenfree)



### Q Why do some people need to avoid gluten?

**A** Individuals with celiac disease or non-celiac gluten sensitivity must avoid gluten. Celiac disease is a genetic (or inherited), autoimmune disease that affects about 1 in 133 people and can develop at any age. Inside the small intestine, nutrients from food get absorbed through millions of tiny finger-like structures called villi. When a person with celiac disease eats a food that contains gluten, their immune system responds by damaging and flattening the villi.

Damaged villi cannot fully absorb the nutrients needed to stay healthy, resulting in various health problems such as gas, bloating, diarrhea, skin rash, anemia, joint pain, depression, delayed growth, fatigue, osteoporosis, and infertility, or no symptoms at all. With the symptoms being so varied, celiac disease may be misdiagnosed as other conditions.

Eating as little as 1/8th of a teaspoon of a gluten-containing flour is enough to cause damage to the villi in a person with celiac disease even if the person does not detect any symptoms. Currently, there is no cure for celiac disease and there are no medicines to treat it. The **ONLY** treatment for celiac disease is to follow a strict, gluten-free diet for life.

Some individuals develop gas, bloating or other symptoms after eating foods that contain gluten but do not have celiac disease. These individuals are considered to have non-celiac gluten sensitivity and also need to follow a gluten-free diet.



### Q How can I tell if I have a medical need to eat gluten-free?

**A** There are simple blood tests your doctor can order to help determine if you may have celiac disease. It's important to note that these tests could produce a "false negative" result if a gluten-free diet is followed before testing. Why? You need to be reacting to dietary gluten in order for the tests to be accurate. If you suspect you or a loved one may have celiac disease or non-celiac gluten sensitivity, ask the doctor about getting tested *before* starting on a gluten-free diet.

### Q Are there nutritional considerations on a gluten-free diet?

**A** A gluten-free diet can often be lacking in key nutrients like B vitamins, iron, and fiber. Gluten-free products made from ingredients like refined cornstarch, potato or tapioca starch, or white rice flour are not required to be fortified and are low in fiber. Other nutrients that may also be missing in the diet include calcium, magnesium, and vitamin D. Consider meeting with a registered dietitian nutritionist who can assess your diet to ensure it contains the nutrients needed for optimal health. If there are nutrient gaps, a supplement may be needed. We offer a variety of Wegmans Brand supplements that are labeled with the Gluten Free Wellness Key.



For more information, visit [wegmans.com/glutenfree](http://wegmans.com/glutenfree)

# Tips:

### **Start simple.**

Enjoy the variety of foods that are naturally gluten-free and season them with the basics (like naturally gluten-free spices and herbs). Include gluten-free whole grains like brown rice, buckwheat, quinoa or sorghum. Go easy on refined flours and starches, such as white rice flour, potato starch, and tapioca starch.

### **Use products specifically labeled as gluten-free.**

Only choose products clearly marked “gluten-free,” like Wegmans Gluten-Free Pasta, Baking Mixes or Chicken Strips. Or, look for the Gluten Free or Gluten Free with Oats Wellness Keys on other Wegmans Brand items.

### **Read labels and call food companies with questions.**

Ingredients and production facilities can frequently change—always read the label!

### **Avoid cross contact.**

Keep separate food storage areas, food prep areas, and utensils/equipment at home. If preparing gluten-free and gluten-containing foods at the same time, prepare gluten-free foods first. Watch out for crumbs in toasters or microwaves, on cutting surfaces, and in the condiments (squeeze bottles help here). When eating out, avoid buffets and salad bars, as well as fried and grilled foods.



### **Have questions or comments?**

Contact our Customer Care Center by calling 1-800-WEGMANS (934-6267), or email us through the “Contact Us” link on [wegmans.com](http://wegmans.com)

visit us at  
[wegmans.com](http://wegmans.com)