

Demand for gluten-free is growing. So are your options.



More consumers than ever are switching to a gluten-free diet

11 MILLION PEOPLE IN EUROPE suffer from celiac disease, a further 70 million suffer a wheat intolerance¹



Gluten-free success starts with **better texture and taste**

Ingredion's unique DIAL-IN® Texture Technology lets you build back texture or create new textures in gluten-free products, resulting in faster time to market and greater consumer acceptance.

INGREDION GLUTEN-FREE SOLUTIONS

- **HEMOCRAFT® Create GF 20 tapioca and rice flour.** Delivers smooth and chewy texture, elasticity, less crumbling
- **PRECISA® Bake GF texturizing system.** Mimics the functionality of wheat flour in gluten-free products

Plus, Ingredion offers gluten-free fibers to add nutrition without compromising product appeal.

NEARLY 190 MILLION EUROPEANS AVOID WHEAT OR SELF DIAGNOSE AS INTOLLERANT². MAKING GLUTEN SENSITIVITY A MAJOR ISSUE IN EUROPE.

65%

of consumers choose gluten-free products because they think it is healthier³



CONSUMERS EXPECT GLUTEN-FREE PRODUCTS TO BE COMPARABLE TO GLUTEN-CONTAINING PRODUCTS⁴



nutritional benefits



appearance



overall quality



The European gluten-free market is worth over **€1 billion** and by 2018 is forecast to grow

40%

1. Mustalahti K et al. (2010). The prevalence of celiac disease in Europe: results of a centralized, international mass screening project. *Ann Med* 42:587-95
 2. NPJ, March 6, 2013
 3. Euromonitor, Coeliac UK, Stilletto Foods UK/FreeFrom Event September 2011
 4. Euromonitor, Gluten Free Food Retail Value, Europe, Feb 2014

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Work with our experts to bake in more profits from gluten-free.

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