

PRESS RELEASE

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Carol Kicinski responds to FDA's new "gluten-free" food labeling regulation

The FDA published a new regulation on August 2 that defines the term "gluten-free" for food labeling. The new rule provides a standard definition of "gluten-free" in the food industry. This will help more than 3 million people with celiac disease identify food products that are safe.

According to the FDA, the ruling requires that in order to use the term "gluten-free" on its label, a food product must meet all of the requirements of the definition, including that the food must contain less than 20 parts per million of gluten.

Though most foods that are currently labeled "gluten-free" already meet this standard, others will have one year to bring their labels into compliance with these new requirements.

"I feel encouraged by this latest development," said Carol Kicinski, editor-in-chief of Simply Gluten Free Magazine, "it means the government and the food industry is recognizing the needs of those with celiac disease and gluten sensitivity."

As America's gluten-free voice, Kicinski encourages all food manufacturers to comply with this ruling as soon as possible to make it easier for the consumer to identify products as gluten-free.

"Since going gluten-free can be initially overwhelming, it is my belief that those manufacturers who do embrace the new labeling regulation will benefit," Kicinski said, "the gluten-free community is loyal to those who want to help us stay healthy."

Kicinski is the author of Simply Gluten Free, one of the most popular gluten and allergen free blogs in the country. She is television's first monthly syndicated gluten-free-only TV chef, with episodes on NBC-based WFLA-Tampa Bay's *Daytime* TV show. She has published two cookbooks and written articles for hundreds of newspapers and magazines.

About Carol Kicinski:

Carol was diagnosed with gluten intolerance more than 20 years ago. In addition to her popular blog, she is also in her fourth season as a monthly syndicated gluten free chef on NBC-based WFLA-Tampa Bay's *Daytime* TV show. In November 2012 she launched *Simply Gluten Free* magazine, which has now become the most popular gluten and allergen free magazine in America.

Simply Gluten Free Magazine can be viewed at www.SimplyGlutenFreeMag.com
Simply Gluten Free blog can be viewed at www.SimplyGluten-Free.com

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