

PRESS RELEASE

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Publix Supermarkets increases gluten-free offerings to the public

Simply Gluten Free magazine will be available at all 1,072 Publix store locations throughout the Southeast United States starting with the November/December 2013 issue which goes on sale October 22.

The magazine was first available in 670 Publix stores with the September/October 2013 issue. Soon all locations will have it available in their magazine and book aisle.

This marks a great step in the magazine's history as Publix is the largest employee-owned supermarket chain in the US and one of the 10 largest-volume supermarket chains in the US, with retail sales of \$27.5 billion in 2012.



Publix has made great strides in becoming a gluten friendly grocery store by adding gluten-free labels on their shelves, publishing a guide to gluten-free with information and tips for gluten-free shopping, and offering a wider range of gluten-free products.



Simply Gluten Free magazine launched in November 2012 as a bimonthly publication featuring some of the world's top gluten-free writers in different niches and medical doctors within the umbrella of gluten-free living.

The magazine launched its first issue with 18,000 copies. The demand grew bimonthly an average of 65% per issue as gluten-free living became a more mainstream topic. They are now printing 70,000 copies per issue.

This growth in sales has led *Simply Gluten Free* magazine to consistently place in the list of top 10 best-selling magazines in health food stores across America since January 2013.

The magazine is a full lifestyle magazine for allergen-free living, including articles about beauty, health, fitness, entertaining, do-it-yourself crafts, news, and gluten-free recipes that fit into all diets from vegan to Paleo to dairy-free.

Already sold in Barnes & Noble, Whole Foods Markets, Target, Kroger, Safeway, Wegmans, Sprouts, Stater Bros., Fresh Market, Earth Fare, Chapters Indigo, Earth Origins, and hundreds more health food stores and book stores across the US and Canada, Publix is the latest grocery store chain to carry *Simply Gluten Free* magazine.

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

Twitter: www.twitter.com/SimplyGFMag

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