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**Simply Gluten Free website launches a new look  
just in time for its 11<sup>th</sup> birthday**

On the mark of the website's 11<sup>th</sup> birthday, SimplyGluten-Free.com re-launches with a brand-new design.

The website's new look has been in the making since earlier this year. The overall drive to update and improve the Simply Gluten Free website was to create a cleaner, more organized, and user-friendly experience and a more cohesive look throughout each section of the site.

Since 2007, the website, founded and written by Carol Kicinski, has grown into a trusted resource for readers with celiac disease and gluten intolerance, featuring recipes, articles, tips, and information about products. With more than 2,400 blog posts on the website, the company needed to find a better way to help users see more of that content and access it easier.

The redesign project included removing content that is no longer relevant or up-to-date and refreshing some content that is still tried-and-true information, with the goal of bringing the most useful content to the forefront for users to easily access. New sections, including **Wellness, Lifestyle, and Gluten-Free 101** were added to the navigation menu, with the intent of highlighting blog posts in these categories and helping the site to better encompass multiple topics of the gluten-free lifestyle.

A **Coupons** page was added to help readers save money on great gluten-free products. The site's **Recommends** section is better organized for ease of use, with separate categories to help make searching easier. And the **Giveaways** section now has a simpler look.

The features that readers will likely enjoy most are the new recipe features, including:

- Nutrition facts labels
- Adjustable serving sizes that convert ingredients to the proper amounts
- The ability to give recipes a star rating

The main goal of Simply Gluten Free remains the same, despite these changes: to offer beautiful, simple solutions for the gluten-free home cook. Now the site just portrays that message more beautifully.

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**About Carol Kicinski:**

Carol is a magazine editor-in-chief, monthly syndicated TV chef, cookbook author and popular website blogger. Diagnosed with gluten sensitivity more than 20 years ago, Kicinski has since become a well-known gluten-free personality. She is the founder and editor-in-chief of *Simply Gluten Free* magazine, one of the top gluten-free magazines in America. Carol is in her seventh season as a monthly syndicated gluten-free chef on NBC-based WFLA-Tampa Bay's *Daytime* TV show. She is the author of four successful cookbooks and has been published in more than 650 newspapers and magazines across the country. Simply Gluten Free can be viewed at [www.SimplyGluten-Free.com](http://www.SimplyGluten-Free.com)

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