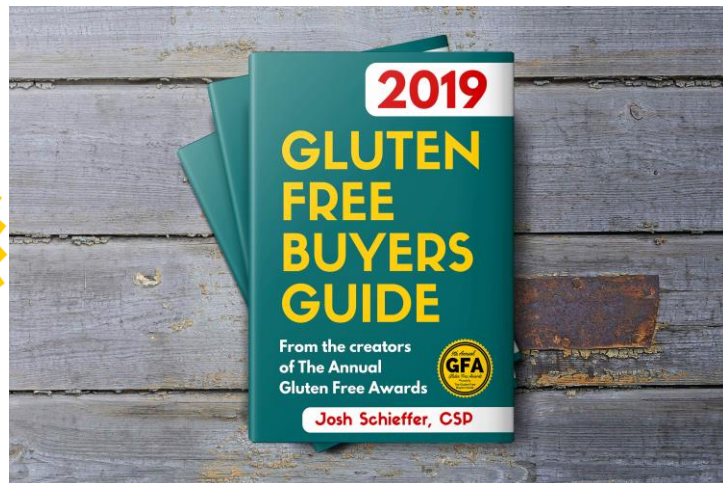


## FOR IMMEDIATE RELEASE

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## The 9<sup>th</sup> Annual Gluten Free Award Results Are Now Released



**Wilmington, NC** -- (November 12, 2018) The 9<sup>th</sup> Annual Gluten Award results have been officially released and available for review via the 2019 Gluten Free Buyers Guide. This year 8,971 people participated in the voting process. The 272,471 individual responses in 58 categories are compiled in the 2019 Gluten Free Buyers Guide and used for gluten free shoppers and grocery category managers. At no cost, November 15, 2018 the guide will be available for download exclusively on Amazon.

The 9th Annual Gluten-Free Award Categories are:

- Best Gluten Free Bagels
- Best Gluten Free Beer
- Best Gluten Free Influencers
- Best Gluten Free Books
- Best Gluten Free Bread
- Best Gluten Free Bread Crumbs
- Best Gluten Free Bread Mixes
- Best Gluten Free Breakfast On-The-Go
- Best Gluten Free Brownie Mix
- Best Gluten Free Buns
- Best Gluten Free Cake Mix
- Best Gluten Free Children's Books
- Best Gluten Free Chips
- Best Gluten Free Cold Cereals
- Best Gluten Free College Campuses
- Best Gluten Free Comfort Foods
- Best Gluten Free Cookbooks
- Best Gluten Free Cookie Mixes
- Best Gluten Free Cookies
- Best Gluten Free Cornbread Mix
- Best Gluten Free Cosmetic Brands
- Best Gluten Free Crackers
- Best Gluten Free Donuts
- Best Gluten Free Expos
- Best Gluten Free Flours

Best Gluten Free Frozen Meals  
Best Gluten Free Frozen Pancake & Waffle Brands  
Best Gluten Free Frozen Pizza  
Best Gluten Free Granola  
Best Gluten Free Ice Cream Cones  
Best Gluten Free Jerky  
Best Gluten Free Macaroni and Cheese  
Best Gluten Free Magazines  
Best Gluten Free Mobile Apps  
Best Gluten Free Muffin Mix  
Best Gluten Free Munchies  
Best Gluten Free National Restaurant Chains  
Best Gluten Free New Products  
Best Gluten Free Non-Profits  
Best Gluten Free Online Resources  
Best Gluten Free Online Stores  
Best Gluten Free Pancake and Waffle Mixes  
Best Gluten Free Pastas  
Best Gluten Free Pie Crust  
Best Gluten Free Pizza Crust Mix  
Best Gluten Free Pretzels  
Best Gluten Free Ready Made Desserts  
Best Gluten Free Rolls  
Best Gluten Free Sauces  
Best Gluten Free Snack Bars  
Best Gluten Free Social Media Platforms  
Best Gluten Free Soup  
Best Gluten Free Stuffing  
Best Gluten Free Summer Camps  
Best Gluten Free Supplements  
Best Gluten Free Tortilla or Wrap  
Best Gluten Free Vacation Destinations  
Best Gluten Free Websites

A portion of this year's Gluten Free Award Winners are:

Against the Grain Gourmet  
ALDI LiveGfree  
Amazon.com, Inc.  
Amy's Kitchen  
Anheuser Busch  
Annie's Homegrown Foods  
Arbonne Cosmetics  
Bakery On Main  
Barilla  
Better Batter  
Betty Crocker  
Bob's Red Mill  
California Pizza Kitchen  
Canyon Bakehouse  
Cape Cod Potato Chip Company LLC  
Celiac Disease Foundation  
Chipotle  
Daiya  
Edward & Sons Trading Co.  
Enjoy Life Foods  
Epic  
Erica Dermer  
evol.

Garden Lites  
General Mills  
GF Jules  
Ghostfish Brewing Company  
Gluten Free Living Magazine  
Gluten Free Media Group  
Gluten Intolerance Group of North America  
Glutenberg  
Glutino  
Goldbaum's  
Gruma  
Ian's Natural Foods  
Jennifer Esposito  
Jovial Pasta  
Katz Gluten Free  
King Arthur Flour  
Kinnikinnick Foods  
Krave Jerky  
Krusteaz  
LARABAR  
Late July Snacks  
Living Without  
MI-DEL  
Milton's Craft Bakers  
Nature's Bounty Co.  
Natures Path  
Oberto Sausage Company  
OLLY  
P.F. Chang's China Bistro  
Pamela's Products  
Post Holdings Inc  
Red Apple Lipstick  
Red Robin  
Ronzoni  
San-J International Inc.  
Schar US  
Simply Gluten Free  
Snyder's-Lance, Inc.  
Stubb's  
tarte Cosmetics  
Tate's Bakeshop  
The GFB: The Gluten Free Bar  
The Piping Gourmets  
The Walt Disney Company  
Three Bakers  
Trader Joe's  
Udi's  
UTZ  
Van's Foods  
Vega

By 2020, the gluten free market is projected to be valued at 7.59 billion U.S. dollars. Conventional stores were estimated to be the most important distribution channel for gluten-free products in 2015 with sales amounting to about 2.79 billion U.S. dollars. This is great news for gluten free food producers; however, the problem will become product differentiation as competition grows. Those with solid Gluten Free Award performance will have the ability to market their earlier successes and establish their products as “Best in Class”.

Congratulations to all of this year's Gluten Free Award Winners.

### **How The Gluten Free Awards work.**

Product Registration: Each year brands register their products in The Gluten Free Buyers Guide. The guide consists of 60 gluten free categories ranging from gluten free bread to gluten free comfort food. Find more registration details at [GlutenFreeBuyersGuide.com](http://GlutenFreeBuyersGuide.com)

Gluten Free Influencers: We generate a list of 20-30 top gluten free bloggers and social media influencers. We ask them to register their favorite brands and products to be submitted into The Gluten Free Buyers Guide.

Community Vote: Once we have the products registered for The Gluten Free Buyers Guide we create a voting ballot with those products listed in their respected categories. Nearly 10,000 people in the gluten free community vote for their favorites.

Publishing: The Gluten Free Buyers Guide publishes all products that had been registered highlighting the top three GFA Award Winners in each category. The winners will have an image of their product so consumers can quickly identify those products while shopping.

### **About the Gluten Free Awards Program**

Josh Schieffer created the Gluten-Free Awards ten years ago, after they found families like them who couldn't afford to experiment with expensive gluten free products. They needed to quickly find products their family would actually enjoy without the financial burden. It was bad enough to have a Celiac Disease diagnosis but their grocery bill doubled and some of their family favorites disappeared instantly.

They didn't ask for permission, they just started with a one-page website and a few hundred gluten-free people who had struggled along with them. Fast forward a few years and that one-page website has turned into a published gluten free buyers guide that is distributed to thousands of people including grocery store buyers and category managers.

Each year they give back to the community and focus on their mission by distributing as many free copies of the guide as possible during a short time each year. The number of free copies distributed is a fundamental method in which they measure their success.

"We are amazed and blessed that the Gluten Free Awards Program is now going into its tenth consecutive year while facilitating a collective and forceful voice from and for the community. Personally, I don't always agree with the results. Each year some of our personal favorites don't make the nominations. However, we are passionate about the power of the collective results that are generated. The majority votes rule and that is how the gluten free awards are determined." Josh Schieffer, Co-Creator.

This year there are 58 categories and some of the results are going to literally shock the gluten free community. Josh and Jayme have agreed to a 90-day exclusive deal with Amazon that gives them the opportunity to leverage Amazon's size and distribution channels.

### **The Gluten Free Buyers Guide**

Established in 2010 to connect the gluten free consumer and corporate buyers to the best gluten free products based on consumer voting. The top three gluten free products in their respected

categories are authorized to use the Gluten Free Award seal on product packaging and marketing materials.

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