

Choosing Gluten-Free Foods

This information about label reading provides tips for choosing gluten-free foods and is for people with diagnosed gluten intolerance.

Gluten

Gluten is part of the protein found in certain grains. It is comprised of *gliadin* and *glutenin* and is present in wheat, barley and rye. Products and ingredients made from these grains, such as **flours** and **starches**, also contain gluten. Oats have a related protein that is similar to gluten.



ingredient that is a source of gluten, the specific grain will be listed in the ingredient statement, no matter how small the amount. For labeling purposes, *Kraft* products will always state the names ‘wheat, barley, rye and/or oats’ when they are added to a product either directly as an ingredient or as part of an ingredient.

Examples of Ingredient Statements*

1. *Kraft* products made with a gluten-containing grain list the grain in the ingredient line using commonly known terms such as wheat, barley, rye and/or oats. (See **Honey Maid Graham Cracker** example.)

Gluten Intolerance

Certain people cannot properly digest and metabolize gluten due to a genetic condition called *celiac disease*. The gliadin component of gluten is problematic for these individuals. In the United States, an estimated 3 million people (about 0.8% of the population) are affected. It is recommended that those diagnosed with celiac disease follow a gluten-free, gliadin-free diet for life.

We understand how important it is for people who have been medically diagnosed with gluten sensitivity to have accurate information about foods to help them make informed choices and plan their meals. Our policy for all *Kraft* products, including *Oscar Mayer* and *Nabisco* brands, is to list gluten-containing ingredients in the ingredient statement on the package label.

Reading Labels

Carefully read the ingredient statements on all food labels **each time** you make food selections. This enables you to obtain the most **accurate** ingredient information for the specific products you select. It also allows you to get the most **current** information since ingredients in products may change over time. The ingredient information on labels of *Kraft* products is very specific to help you make accurate and informed choices. If a *Kraft* product has an

HONEY MAID Honey Graham Crackers	
	<p>Ingredients: ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE [VITAMIN B1], RIBOFLAVIN [VITAMIN B2], FOLIC ACID), SUGAR, GRAHAM FLOUR (WHOLE GRAIN WHEAT FLOUR), SOYBEAN OIL, HIGH FRUCTOSE CORN SYRUP, PARTIALLY HYDROGENATED COTTONSEED OIL, HONEY, LEAVENING (BAKING SODA, CALCIUM PHOSPHATE), SALT, ARTIFICIAL FLAVOR, SOY LECITHIN-AN EMULSIFIER, CORNSTARCH.</p>

2. *Kraft* products made with an ingredient that contains a source of gluten will list that grain source in parentheses after the ingredient in the ingredient line if that is the only source of gluten in the product. This method is used, as necessary, to identify sources of gluten in flavors, modified food starch and other ingredients. (See **Kraft Easy Cheese** example.)

KRAFT EASY CHEESE Pasteurized Process Cheese Spread – Cheddar n’ Bacon



Ingredients: MILK, WHEY, WHEY PROTEIN CONCENTRATE, MILKFAT, CONTAINS LESS THAN 2% OF SALT, SODIUM CITRATE, SODIUM PHOSPHATE, LACTIC ACID, MILK PROTEIN CONCENTRATE, **NATURAL FLAVOR (CONTAINS SOY AND BARLEY)**, SORBIC ACID AS A PRESERVATIVE, AUTOLYZED YEAST EXTRACT, HYDROLYZED SOY AND CORN PROTEIN, MONOSODIUM GLUTAMATE, SODIUM ALGINATE, TOMATO POWDER, HYDROLYZED CORN PROTEIN, SPICE, BACON (CURED WITH WATER, SALT, SUGAR, SODIUM PHOSPHATE, SODIUM ERYTHORBATE, SODIUM NITRITE), ARTIFICIAL COLOR, LACTOSE, DRIED ONIONS, DRIED GARLIC, ENZYMES, CHEESE CULTURE.

*Gluten-containing ingredients are shown in bold in these examples (but not on the actual product label).

Tips about Common Ingredients

- *Food Starch* and *Modified Food Starch* listed in the ingredient statements of Kraft products often refer to corn starch. If a Kraft product uses food starches from a gluten-containing source, such as wheat starch, the source is always identified in the ingredient statement.
- If *Hydrolyzed Vegetable Protein (HVP)* is used as an ingredient in a Kraft product, the source is always identified in the ingredient list.
- The ingredient *Mustard* or *Mustard Flour* does not contain gluten.
- *Vinegar* listed in the ingredient statement of Kraft products means distilled vinegar is used. Per our ingredient suppliers, the distilled vinegar we use does not contain gluten.

These labeling practices and tips are based on the Kraft Foods approach to manufacturing and labeling products. Practices used by other manufacturers may differ.

Making Gluten-Free Food Choices

- *Always read labels.* Product ingredients may change over

time. Exclude foods that contain wheat, barley, rye or oats, as well as ingredients made from these grains such as durum wheat flour, graham flour, kasha, wheat germ, bran and bulgur, triticale, kamut, spelt or mir.

- *Include foods that contain rice or corn.* Other acceptable starches include potato, arrowroot, tapioca, soy and legumes.
- *Seek specialty information from credible sources.* Gluten-free cookbooks, gluten-free food items, newsletters, websites and support groups can provide assistance and additional resources.
- *Follow the advice of a dietitian or other health professional, since it is personalized for you.* Health professionals often recommend a diet mainly comprised of fresh foods such as fruit, vegetables, meat, chicken, fish, eggs and some dairy products. A multiple vitamin and mineral supplement may also be recommended.

FDA’s Pending Legislation of a “Gluten-Free” Claim

To provide consistency among food products labeled *gluten-free*, the US Food and Drug Administration (FDA) is in the process of developing rules that would apply to all *gluten-free* products in the market. Creating standard rules for all food companies to follow will assist consumers looking for gluten-free foods. To learn more about the new FDA proposed rule and for updates on its status, visit: www.cfsan.fda.gov/~dms/lab-cat.html#1gluten.

Additional Resources

- **The American Dietetic Association**
120 S. Riverside Plaza, Suite 2000
Chicago, IL 60606-6995
1-800-877-1600
www.eatright.org
- **Celiac Disease Foundation**
13251 Ventura Blvd. #1
Studio City, CA 91604
1-818-990-2354
www.celiac.org

