



Gluten-Free Pizza Shells Provide Protein, Fiber and EFA's to Celiac & Gluten Sensitive Individuals

Toovaloo Gluten Free launches highly nutritious prepared gluten-free pizza shells to the specialty food market catering to those with celiac disease and gluten sensitivity. Organic amaranth flour and organic hempseed provide these delicious pizza shells with 8 grams of protein, 7 grams fiber and essential fatty acids. Giving up gluten is the cure but those on a gluten free diet can enjoy a delicious, nutritious pizza.

San Diego, CA, March 20, 2008 --(PR.com)-- Celiac Disease affects 3,036,226 Americans about one percent of the population. Still, many more are intolerant have sensitivities to gluten. Toovaloo Gluten Free addresses this specialty food market with the launch of their highly nutritious prepared gluten-free pizza shells. Organic amaranth flour and organic hempseed provide these delicious pizza shells with 7 grams of protein, 8 grams fiber and essential fatty acids.

Convenience and a sense of normalcy is key to those living a gluten-free lifestyle. Product preparation is easy. Just add toppings and bake for a healthy mouth-watering meal in minutes. The shells are vacuum packed for freshness and can be stored in the refrigerator or freezer. The product can be purchased online and will be available in specialty markets in spring of 2008.

"Celiac disease is the most common genetic disease of mankind," says Danna Korn, Author of Living Gluten-Free For Dummies. "About one percent of the population has celiac disease, yet most don't know it. Beyond that, millions have gluten sensitivity, with the same symptoms and same "cure" of a gluten-free diet, but again, most don't know they have it."

Those with Celiac disease or gluten intolerances are unable to break down gluten; a protein found in wheat, rye and barley. Symptoms are vast and vary from person to person making it tough for doctors to diagnose—;with the average diagnosis taking 12 years. Celiac disease affects one in 130 people living in the United States according to the Celiac Sprue Association.

Those on a gluten-free diet must give up their favorite foods such as bread, crackers, pasta and well...pizza. Choosing nutritious foods is just as important as choosing gluten-free foods. Those with celiac suffer damage to the villi lining the small intestine and have difficulty absorbing nutrients. Toovaloo Gluten Free gives back what was taken away and offers nutritious gluten-free alternatives.

The gluten-free food market rose \$43,000,000 in 2005 to \$349 million in 2006. Currently, the \$700 million market is poised to grow to 1.7 billion by 2010, according to market researcher, Packaged Facts. Other market research indicates a strong market in selling specialty food online. Forrester Ranch estimates that U.S. online food and beverage sales will reach \$7.2 billion in 2007, up from \$6.2 billion in 2006.

Toovaloo Gluten Free a San Diego based company striving to fulfill the growing demand for convenient ready-made gluten-free casein-free products using natural and organic ingredients for gluten and casein



intolerant individuals. www.toovalooglutenfree.com

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