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FOOD EDITORS RELEASE

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WILD RICE SHOWN TO BE “GLUTEN-FREE”

Considered Safe for Consumers with Celiac Disease

ST. PAUL, MN - Wild rice, long considered by devotees to have mysteriously recuperative powers, can now lay claim to one more in a long line of legitimate healthy attributes, *it's “gluten-free”* - which is great news for people afflicted with Celiac disease.

Celiac disease is a digestive condition triggered by the consumption of the protein gluten, which is found in bread, pasta, cookies, pizza crust and many other foods containing wheat, barley or rye. If individuals with celiac disease eat foods containing gluten, an immune reaction occurs in their small intestine, causing damage to its surface and an inability to absorb certain nutrients. Those who suffer from the damaging effects of Celiac disease can now add delicious, wholesome wild rice to their diet content in the knowledge that it poses no health risks.

“Wild rice has always enjoyed the status of being an extremely nutritious whole grain” said Beth Nelson, President of the Minnesota Cultivated Wild Rice Council. “Now, after confirming its gluten-free status, wild rice is a healthy option for people with Celiac disease as well.”

Bia Diagnostics, a food testing facility with over 16 years in food allergen testing experience, recently completed a *Gluten Allergen Analysis* of wild rice which confirmed its gluten-free status.

In addition to being gluten-free, wild rice is also sodium-free, sugar-free, fat-free, cholesterol-free and is a better source of protein, zinc, and phosphorus than either white or brown rice. It is a high protein, natural food with no preservatives and no additives.

Wild rice is also a rich source of whole grain, recommended for a healthy and nutritious diet. In fact, ½ cup cooked wild rice contains 30 of the 48 recommended daily grams of whole grains. The FDA has issued a health claim stating that diets rich in whole grains may reduce the risk of heart disease and some cancers.