



alexsglutenfreespots.com

DC Interactive Group
220 DuPage Street, Elgin, IL 60120

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Contact Charles Falls, President, DC Interactive Group
847-931-5800 • cfalls@dcinteractivegroup.com

New Gluten Free App Offers Celiac Friendly Reviews of Restaurant Offerings

Elgin, IL (April 10, 2013): Alex's Gluten Free Spots, a new gluten-free app for the iPhone, will offer crowd-sourced reviews and ratings of gluten-free restaurant offerings. This app, launching April 14, 2013, is the first of its kind to offer Celiac friendly ratings, so users understand the risks of cross-contamination in restaurants with gluten-free items on the menu. Users can add restaurants, and then rate them based on four categories: menu variety, taste of food, staff knowledge, and the restaurant/facility.

According to the National Foundation for Celiac Awareness, one in 133 people have Celiac disease, a digestive disease that requires a 100 percent gluten-free diet for treatment. This means gluten-free food cannot come into contact with gluten, since this cross contamination can be harmful to those with a gluten sensitivity. The idea for the app formed when Charles Falls, President of DC Interactive Group, had trouble finding out if gluten-free food offered at restaurants was safe for his daughter, Alex, 19, who was recently diagnosed with Celiac disease.

"People with Celiac disease need to know the risks of cross-contamination in gluten-free food at restaurants, and also how well-versed staff members are in what items are gluten free," said Falls. "Existing apps showed that particular restaurants offered gluten-free food, but none offered a thorough rating system that said if the food was Celiac friendly."

The app, which is free for a limited time, is available to download beginning Sunday, April 14 in the iTunes store. Gluten-free users across the country can search for nearby restaurants with gluten-free offerings, add new spots, save favorites they have visited, and rate restaurants. "Now being gluten free can be hassle free," said Falls. "App users will be able to find the best gluten-free spots, where the food tastes good and is safe."

"The app is offered free to give users the chance to add reviews to the database, as well as add gluten-free spots that we may have missed," said Falls. "We hope users will join us in locating, rating and reviewing their favorite gluten-free spots today."

Learn more about the app at AlexsGlutenFreeSpots.com. Find graphics and video for the press at AlexsGlutenFreeSpots.com/media. This includes:

- An infographic with Celiac disease and gluten free data
- A video demonstration of the app
- A video of Alex, telling her story

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