



alexsglutenfreespots.com

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Rate Celiac Friendly Restaurants Using New Gluten Free App

Elgin, IL (May 6, 2013): May is Celiac Awareness Month. According to the National Foundation for Celiac Awareness (NFCA), one in 133 people have Celiac disease, a digestive disease that requires a 100 percent gluten-free diet for treatment. Celiac diners often have trouble eating at restaurants, so DC Interactive Group recently launched Alex's Gluten Free Spots, a new gluten-free app for the iPhone, and the first of its kind that is Celiac friendly. The app launched April 14, and already has over a thousand downloads and at one point was #73 on iTunes Top Charts in the Food and Drink category.

Celiac diners cannot consume food that has come into contact with gluten, since this cross contamination can be harmful. Unlike other gluten free restaurant review apps, Alex's Gluten Free Spots offers rating categories that help Celiac diners know the risks of cross contamination. Users can add restaurants, indicate if they are Celiac friendly, and then rate them based on four categories: menu variety, taste of food, staff knowledge, and the restaurant/facility.

The idea for the app formed when Charles Falls, president of DC Interactive Group, the app's developer, 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. "My daughter, like many Celiac diners, is often nervous to eat at restaurants," said Falls. "While gluten-free items may be offered on a menu, she needs to know if the kitchen understands cross-contamination, if the staff is well versed, and also if the food will taste good."

"We also recognized that Alex is not alone," said Falls. "Gluten free is more than just a fad diet—Celiac disease is diagnosed now more than ever, and numbers will continue to rise." According to NPD group, in 2012, twice as many people ordered gluten-free items at restaurants as in 2008. And according to the NFCA, while 1 in 133 people are diagnosed with Celiac disease, 83% of people living with Celiac Disease are undiagnosed. However, diagnoses are on the rise—this number is down from 97% 10 years ago. And in 2011, the number of people diagnosed as Celiac was 5 times higher than in the 1950s.

The app, which is free for a limited time, is available to download now 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. "Celiac diners will be able to find the best gluten-free spots, where the food tastes good and is safe."

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

DC Interactive Group is a full service interactive marketing agency located in Elgin, IL. The company focuses on corporate websites, mobile apps, and social and online marketing campaigns for clients in a variety of industries, including healthcare, real estate, retail and more. DC Interactive Group is the sister company to Demi and Cooper Advertising. Learn more at DCInteractiveGroup.com

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