

# Going Gluten-Free in the Free Market



95%

with Celiac Disease  
are undiagnosed  
or misdiagnosed

42% of those  
who were  
overweight  
lost weight on a  
gluten-free diet ...

... but **1 IN 4**  
of them gained weight

In 2014,  
gluten-free  
food sales  
totaled **\$2.8**  
BILLION

by 2016,  
it's expected  
to grow to **\$15.5**  
BILLION  
ANNUALLY

**1 IN 133**

Americans has Celiac Disease



We're proud of the more than 23 years of strategic creative and public relations excellence we've given emerging and growing food brands. And yes, food may be our passion, but helping food brands grow their business is the cherry on top! See why we are food experts, stop by anytime at [RMDadvertising.com](http://RMDadvertising.com)



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