



International award-winning  
**Goodness Me it's Gluten Free Cookery Book**  
Lands on UK shores in time for Gut Feeling Week  
May 13 - 19 2013

**More than half a million people in the UK don't yet know they've got this chronic disease...**

**This 2 x Gourmand Award winning cookery book has been written for you, so you can live life to the full and eat what you fancy (including chocolate brownies, scones, bread and lemon meringue pie) before and after diagnosis.**

One in 100 people have the condition, but there are more than half a million people in the UK who have coeliac disease but don't yet know it. Vanessa Hudson, co-author of *Goodness Me it's Gluten Free*, was one of these people, 12 years ago. Vanessa and her mother, Mary Hudson, have created *Goodness Me it's Gluten Free* (<http://www.goodnessme.co.nz>) for those of us who are waking up to the fact that we may be one of that half a million statistic, but haven't got a clue what we can possibly still eat that won't make us unwell.

Built on years of the Hudson families favourite pre-diagnosis recipes, some passed down through generations, Vanessa & Mary have added their magic touch to create a book packed full of recipes suitable for coeliacs. Their secret is a tried and tested combination of ingredients known as the 'baking & bread blends' (recipes revealed only in the book) that are used as a base to create fabulous tasting food. Once you've created the blends (which are very easy) the world of gluten free baking (such as pastries, pies, cakes, biscuits and sweet desserts) can finally be your oyster.

### **Cook your own gluten free food at home and save a fortune!**

Dietary foods and supplements in both supermarkets and health stores are notoriously more expensive than the mainstream, economy foods sold in supermarkets. **Coeliac disease can only be treated by a lifelong gluten free diet**, which can be a daunting prospect after diagnosis. *Goodness Me it's Gluten Free* recognises this and provides simple to follow recipes, containing easy to obtain every day ingredients, to create familiar foods that you may have avoided for years.

Market research company Packaged Facts reported the gluten free market in the United States was \$4.2 billion in 2012. It predicts that the category will grow to \$6.6 billion by 2017. It is estimated that 1 in 133 Americans are coeliac, but many more are voluntarily cutting gluten from their diets.

### **About the authors**

Vanessa Hudson and her mother, Mary Hudson, currently live in New Zealand, though Vanessa has previously lived in the UK & Europe. Vanessa spent years poisoning her body with gluten containing foods by eating what most people would consider a “normal healthy diet” without a clue about why she felt so ill so regularly. But then with Vanessa’s Dad being diagnosed as a coeliac, Vanessa and her sister discovered they were both gluten intolerant and so a major lifestyle adjustment happened in their household as everyone adopted a gluten free diet. Frustration quickly set in with the sub-standard tasting gluten free products available in the shops plus having to almost re-mortgage the house to purchase the “nearly impossible to find in New Zealand” ingredients that were needed for the only coeliac-friendly recipes they could track down drove Vanessa a foodie at heart to decided enough was enough.

Vanessa says: “For years I didn’t feel well but I grew up in an era where you just had to accept “that’s the way you are” and get on with life. So I ignored the messages my body tried to send me. When I eventually cut gluten containing foods out of my diet it made such a positive impact on my wellbeing, but then came the next problem, what could I eat? I tried some truly dreadful packaged gluten free food before I decided that with my food knowledge collected from years of living in the UK and France plus extensive travel in other cultures and my Mum’s scientific background that we could do so much better. So we both set about developing delicious snacks, treats, meals, desserts and of course baking at home that tasted and looked as good as their gluten containing counterparts, often fooling guests to our house who had no idea they were eating gluten free!

“More than 20% of people with coeliac disease were previously told they have irritable bowel syndrome (IBS), suggesting that tens of thousands of people are not being investigated early enough for coeliac disease.” -- Coeliac Organisation UK

### **International interest in the gluten free book from New Zealand...**

Vanessa and Mary Hudson live in New Zealand where it is estimated that 1 in 100 people have coeliac disease. Their book has received acclaim on an international scale winning two Gourmand World Cookbook Awards for 3<sup>rd</sup> Best Health Cookbook in the World and Best First Cookbook in New Zealand. They are keen to share their recipes and experiences with the UK and welcome requests for review copies, interviews and for more information, particularly during Coeliac Week 2013.



### **Notes to editors**

#### **What is coeliac disease?**

Coeliac disease is a permanent, autoimmune disorder caused by an intolerance to the type of gluten protein found in wheat, barley and rye. Oats are also recommended to be avoided as their gluten protein is similar and may not be tolerated by some Coeliacs. This intolerance to gluten causes the body’s immune system to produce antibodies, which cause inflammation and damage the lining of the small bowel

impairing the body's ability to absorb vitamins, minerals and other nutrients from food.

Both genetic (it is hereditary) and environmental factors play a role in a person developing coeliac disease. Common symptoms include bloating, gas, abdominal pain, lack of energy/tiredness, diarrhoea, anaemia, weight loss, mood swings/depression, itchy skin, constipation, joint pain, mouth ulcers, headaches, eczema, stunted growth, vitamin deficiencies, nausea and often other food intolerances.

The only treatment for coeliac disease is a lifelong gluten free diet. By specifically removing the cause of the disease, this treatment allows the damage done to the lining of the small bowel to, given time, recover. In most people, a gluten free diet will result in improvement of symptoms within weeks. Though some people report symptom improvement within 48 hours.

Recent medical studies have also recognised the existence of non-coeliac gluten sensitivity (NCGS) which has almost identical symptoms as coeliac disease but as yet there are no medically accepted tests which can diagnose NCGS. But it might explain why for some people when traditional coeliac tests come back negative or inconclusive, they still feel better after adopting a gluten free diet.

**A section of the book is available to view here:**

**<https://docs.google.com/file/d/0B4u6wsBOnqHhTnVkslptaWE4RXc/edit?pli=1> or you can request a press review copy (or a copy for a competition prize during Coeliac Week) from Helen Lewis, PR, [helen@fullybookedpr.com](mailto:helen@fullybookedpr.com) / +44 (0) 7904801669.**

**Vanessa Hudson is available for interview and editorial commissions on a variety of topics such as 'First steps towards a lifelong gluten free diet' and 'Lessons from the NZ coeliac market for UK businesses'.**

**Goodness Me it's Gluten Free is available in paperback from Amazon in the UK (£12.95) There is also a Kindle version (£6.95). Please visit <http://www.goodnessme.co.nz/goodness-me-online-shop> for international availability.**