

Juvela Gluten-Free Flour Mixes

The Juvela Mix is a flour substitute with sound nutritional and baking benefits not provided by basic gluten-free flours. The Juvela Gluten-Free All Purpose Flour Mixes are the closest alternatives to traditional flour available.

1. Juvela Gluten-Free All Purpose Flour Mixes are high quality all-purpose flour substitutes. Specially developed to replicate traditional flour they are called a 'Mix' (as approved by the ACBS) as the protein element (gluten) has been removed through a washing process. Please refer to the background information on Codex Wheat Starch.
2. Juvela's aim, as a responsible supplier of gluten-free products to the NHS, is to ensure that all their products are nutritionally appropriate to meet the dietary needs of coeliac patients (not the wider free-from community) and hence facilitates the patient's dietary adherence which is important in preventing long term health complications.
3. Added nutrients – when traditional flour is milled, many of the nutrients are lost during the milling process. Traditional flours are therefore enriched to ensure the 'lost' nutritional content is restored. To replicate traditional flours the Juvela Gluten-Free All-Purpose Flour Mixes are also enriched with niacin, thiamine, riboflavin, vitamin b6, folic acid and iron. Please refer to the information enclosed on the 2007 FSA National Nutrition and Diet Survey.
4. Added milk powder – milk powder is added to Juvela Gluten-Free All Purpose Flour Mixes to increase the calcium content and contribute to the protein content which is lost due to the removal of gluten. Calcium fortification is important for coeliac's who have an increased need compared to the general population and are therefore at a higher risk of developing osteoporosis (Coeliac UK). Please refer to the information enclosed on the 2007 FSA National Nutrition and Diet Survey.
Milk powder is also important as it contributes to the baking quality of the Flour Mixes with positive results particularly in bread making.
5. Added sugar – each box of Juvela Gluten-Free All Purpose Flour Mix contains a sachet of yeast for bread making. A minimal amount of sugar is added to the Mix to activate the yeast for bread making. We trialled the Mixes with no sugar, but found this had a detrimental effect. The role of sugar becomes more complex during baking as it also adds volume, tenderness, texture, colour and acts as a preservative. (We note that the Procelli 'flour' also contains sugar.)

6. Salt – several years ago Juvela removed all the salt from their all-purpose flour mixes.

7. Cost – The points raised above explain why Juvela All-Purpose Flour Mixes costs more than their inferior counterparts and those offered in the supermarkets. The cost of the product also includes the added value support services Juvela has a vast range of experience in understanding the issues coeliac sufferers face when managing the diet and provide additional support through their customer advice line with access to home economists and dietitians, support for NHS dietetic clinics, patient information and special events for both patients and healthcare professionals. None of these services are available through retail channels where knowledge and understanding of the gluten free diet is extremely limited.

Background on Juvela Gluten-Free Foods

- Juvela have been providers of a range of high quality, nutritionally sound, staple gluten-free foods for nearly 20 years.
- The entire range is approved on prescription by the ACBS for those who have been medically diagnosed with coeliac disease or dermatitis herpetiformis
- The products in the range have been developed to be as comparable to their traditional gluten-containing counterparts as possible.
- Juvela ensure that the quality, taste and texture are of the highest standard. For someone on a restrictive diet it is imperative that they enjoy the food that they can eat to encourage them to consistently adhere to their diet.
- The ingredients selected for the Juvela product range ensure they provide consistent, high quality results in addition to contributing to the nutritional requirements of a diagnosed coeliac.
- The entire Juvela range is routinely stocked by wholesalers so no additional delivery charges are incurred or need to be.
- Juvela has one price for each of the products as approved by the ACBS which includes all distribution costs. This means that we are able to ensure delivery to any pharmacy in the UK. For the patient this means they can easily and quickly obtain essential gluten-free products regardless of where they live. This access issue is very important to many coeliacs who either do not have easy access to a supermarket, or if they do, their choice is limited.

Codex Wheat Starch

- To ensure that the Juvela Gluten-Free All-Purpose Flour Mixes replicate traditional flour as closely as possible, Juvela choose to use an ingredient called Codex Wheat Starch.
- **What is Codex Wheat Starch?** This is wheat starch where the protein, which is the gluten, and therefore the toxic element for coeliacs, has been removed through a series of washing processes.
- The baking qualities of using gluten-free wheat starch are far closer to that of traditional flour and substantially closer than using a blend of naturally glutenfree starches.
- The removal of the gluten is subject to strict quality control and rigorous testing to ensure that the finished product complies with the Codex standard
□ for gluten-free foods of less than 20 parts per million

National Nutrition and Diet Survey

Any flour milled in the UK has to, by law, be enriched with calcium.

In 2007 the FSA analysed data from its National Diet and Nutrition Survey of Adults and Young People to provide current average intakes of iron, calcium, thiamin and niacin by age and sex, modelled to estimate the effect of discontinuing the fortification of wheat flour with these micronutrients. These estimated intakes were compared with current recommended population intakes.

The results indicated that fortified flour makes an important contribution to the intakes of at least two of the micronutrients for the population, namely iron and calcium. Removing these from flour would exacerbate low intakes of these micronutrients for certain population groups (e.g. older children and young women) where current intakes are already of particular concern.