

# NO WHEAT NO TREAT? NO MORE!

Submitted by: Lucy Matthews PR

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For years, medically proven allergy sufferers have had to learn to live with severely restricted diets, and now more than 40% of seemingly 'healthy' women are doing the same as they follow detox/elimination diets to lose weight. Self-diagnosis of food allergies and intolerances is now a very popular trend among women, according to a survey carried out by Medix UK Plc on behalf of the Grain Information Service. It noticed that women start by adhering to diets advocated by pop stars, which involve cutting out certain types of food, particularly wheat, because they believe they are either intolerant or allergic to them.

Indeed many women found that their quality of life improved dramatically by cutting out wheat and dairy products.

But like true allergy sufferers, these women are desperately searching for suitable 'naughty but nice' treats that they can enjoy without being saddled with too much guilt and as a direct result, Mrs Crimbles, the well-known for her wheat and gluten free macaroons and her wheat free cakes, adored and followed by allergy sufferers the world over for their genuinely delicious and home-cooked taste, has noticed a recent huge jump in demand.

Stiletto Foods, makers of the popular healthy cakes are currently being inundated with emails and calls from consumers for where they can buy the cakes. "We have been sampling and selling them at food fairs across the UK recently, and people absolutely love them and are desperate to find them in their local supermarkets," commented Jeremy Woods of Stiletto

Foods. "Our biggest problem is getting them into the big stores. Buyers have so far not recognized this massive consumer demand."

"The reason for Mrs Crimble's huge popularity," comments Sandra Danby, a journalist and long time wheat intolerant, who has been eating Mrs Crimble's wheat free macaroons for years as part of her wheat-avoidance diet,"is her ability to provide us with a delicious cake, which tastes just as good as the traditional home-cooked version, but has none of the harmful ingredients. I know that enjoying a Mrs Crimble's cake will not disrupt my daily life by causing a nasty reaction," she continued.

Once famously and appropriately endorsed by Britain's first celebrity chef, Fanny Craddock, a name synonymous with good, wholesome cooking, Mrs Crimble's has extended her range as a result of increased demand from women on wheat-avoidance diets, and not surprisingly, consumers are rushing to buy them.

A new Stem Ginger Cake and Dutch Apple Cake, which are wheat and egg free as well as free from animal products, have just joined the popular Dutch Fruit Loaf.

The ethos of Mrs Crimble's has always been to provide good quality, traditional, home-cooked tasting cakes that people can enjoy whether or not they have a specific allergy. It is not surprising that her products are successful in the current climate and interest in healthy eating, where people are

desperately searching for a sensible 'voice of reason', telling us just to eat sensibly in order to maintain our health and quality of life, which includes a few naughty but nice treats.

-Ends-

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