

Briefing note for Markettiers interviews

National Trust Properties participating in the Free for Tea? Awareness Week Event

Devon and Cornwall

Devon:

Arlington Court Nr Barnstaple; Buckland Abbey Yelverton; Castle Drogo Drewsteignton; Greenway Café Nr Churston Ferrers; Killerton House Broadclyst; Knightshayes Court Tiverton; Lydford Gorge Okehampton; Overbecks Museum & Gardens Salcombe; Saltram Plymouth; and Watersmeet Lynmouth

Cornwall:

Cotehele House Saltash; The Edgcumbe Arms, Saltash; Lanhydrock House Bodmin; St Michael's Mount Marazion; Trelissick Garden Truro and Trevice Newquay.

East

Cambridgeshire: Anglesey Abbey, Lode; Houghton Mill, Nr Huntington; Wicken Fen, Ely; Peckover House, Wisbech; Wimpole Hall, Nr Royston

Norfolk: Blickling Hall, Blickling; Felbrigg Hall, Roughton; Horsey, Great Yarmouth; Oxburgh Hall, Kings Lynn; Sheringham Park, Upper Sheringham,

Suffolk: Dunwich Heath; Nr Saxmundham; Ickworth House, Park & Gardens, Bury St Edmunds; Lavenham Guildhall, Lavenham; Sutton Hoo, Woodbridge,

Bedfordshire: Chiltern Gateway Centre, Dunstable Downs, Whipsnade,

Essex: Flatford, East Bergholt; Hatfield Forest, Nr Bishop's Stortford;

East Midlands

Derbyshire: Calke Abbey, Ticknall; Hardwick Hall, Doe Lea, Chesterfield; and Ilam Hall, near Asbourne

Northamptonshire: Canons Ashby near Daventry

Northern Ireland

The Argory; Moy Dungannon in County Tyrone
Giant's Causeway; Bushmills in Co Antrim.

North East and Yorkshire

Sheffield: Longshaw Lodge Café, in Longshaw

Northumberland: Craggside, Rothbury in Morpeth

York: Treasurer's House, Minster Yard in York

North West

Cumbria: Acorn Bank, Temple Sowerby, Nr Penrith and Fell Foot Park, Newby Bridge, Ulverston

Cheshire: Little Moreton Hall, Nr Congleton and Lyme Park, Disley, Stockport

South East

East Sussex: Bateman's, Etchingham

West Sussex: Petworth House in Petworth

Kent: Chartwell near Westerham; Sissinghurst Castle, Nr Cranbrook; Gateway to the White Cliffs in Dover and Ightham Mote in Seven Oaks

Berkshire: Basildon Park, Lower Basildon, Reading

Hampshire: Mottisfont Abbey Garden, Nr Romsey, Uppark, Petersfield and The Vyne, Sherborne St John Basingstoke

Wales

Bodnant Garden, Tal-Y-Cafn, Colwyn Bay, Conwy;
Chirk Castle in Chirk
Powis Castle Nr Welshpool, Powys.

Wessex

Bath & Bristol area: Dyrham Park near Bath; Tyntesfield, Wraxall near Bristol.
Wiltshire: Avebury, near Marlborough; Stourhead near Mere and Heelis in Swindon
Somerset: Barrington Court near Ilminster and Montacute House near Yeovil;
Dorset: Brownsea Island in Poole Quay; Corfe Castle near Wareham; Kingston Lacy near Wimborne and Knoll Beach Café on Studland Beach
Gloucestershire: Snowhill Manor near Broadway; and Hidcote Manor Gardens nr Chipping Campden

West Midlands

Solihull: Baddesley Clinton in Knowle,
Stoke on Trent: Biddulph Grange Garden in Biddulph
Warwickshire: Coughton Court, near Alcester
Oxfordshire: Upton House near Banbury
Wolverhampton: Wightwick Manor in Wightwick Bank

Scotland

Burns National Heritage Park, Alloway, Ayrshire;
Crathes Castle and Gardens, Banchory, Aberdeenshire;
Culloden, Inverness;
Culzean Castle and Country Park, Maybole, Ayrshire;
No 28 Charlotte Square, Edinburgh
Pollok House, Glasgow

Phil Vickery's new cook book Seriously Good Gluten-Free Cooking is available from Coeliac UK's on line shop at a special introductory offer price of £15, including postage and packaging, up until 30 June 2009, after which the book will be priced at £22. For more information, visit www.coeliac.org.uk/shop or call 0870 444 8804.

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STRICTLY EMBARGOED UNTIL 00.01, MONDAY 11th MAY
*****INTERVIEW OPPORTUNITY WITH TV CHEF PHIL VICKERY*****

Taste Of Freedom For People With Coeliac Disease

Nationwide scheme aims to ease burden of eating out for thousands

This week is Coeliac Awareness Week. It aims to highlight the plight of the estimated 1 in 100 Brits with coeliac disease, a serious lifelong autoimmune condition triggered by eating gluten - found in wheat, barley and rye.

600,000 people in the UK are thought to have coeliac disease, but only 1 in 8 have actually been diagnosed. The average length of time for someone to be diagnosed with the disease after the onset of symptoms is an astonishing 13 years, according to research by Coeliac UK, the national charity that supports people with the condition.

There is no cure for coeliac disease; the only treatment is a strict gluten-free diet. Gluten is typically found in breads, pasta, flours, cereals, cakes and biscuits. It's also often used as an ingredient in many favourite foods such as fish fingers, sausages, gravy and sauces.

People with the condition who deviate from a gluten-free diet risk possibilities of malnutrition, osteoporosis, bowel cancer and infertility.

They also have to compromise severely on eating out. Over a quarter of people with coeliac disease say they eat out only very occasionally – which the majority say is the result of the lack of gluten-free choice and confidence in menus and staff - but nearly three quarters (73%) would consider eating out at least once a fortnight if they were confident of a safe gluten-free option. Savvy catering outlets are capitalising on this growing market trend,

This month, restaurants are being set an example. Coeliac UK has joined with the National Trust and the National Trust for Scotland in the 'Free For Tea' campaign, and many of the NT's tea shops throughout the UK will be providing information and gluten-free options on their menus. Here to tell us more are celebrity chef Phil Vickery and Coeliac UK's Chief Executive Sarah Sleet.

EDITORS NOTES

We have Celebrity Chef Phil Vickery and Coeliac UK's Chief Executive Sarah Sleet available for interview on Monday 11th May

SUGGESTED QUESTIONS

- What is coeliac disease?
- How are people who have it typically affected by it?
- Why are people with coeliac disease generally so ill-served by restaurants?
- What is the 'Free For Tea' campaign?
- Where can people go to find out more?

ADDITIONAL INFORMATION

To coincide with Coeliac Awareness Week and the Free For Tea campaign, Phil Vickery is launching his *Seriously Good!* cook-book in association with Coeliac UK. It contains 120 flavoursome, entirely-gluten-free recipes that make the most of fresh, nutritious ingredients and are perfectly safe for people with coeliac disease to eat.

WEBLINKS

from 09.00 – 13.00. To book an interview or for further information please contact the media team on 0207 253 8888 or email mediateam@markettiers4dc.com

www.coeliac.org.uk

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BACKGROUND AND REGIONAL INFORMATION

Research undertaken by Coeliac UK, among a representative sample of 3000 UK men, women and children with coeliac disease.

North East

27% of people with coeliac disease presently eat out only very occasionally

36% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option (**highest in UK**)

57% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

59% - Italian

79% - Fast Food

47% - Pub Food

17% - Indian

63% - Chinese

75% - Fish & Chips (**lowest in UK**)

18% - Thai (**lowest in UK**)

73% - Motorway Service Stations

North West

28% of people with coeliac disease presently eat out only very occasionally

33% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option

60% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

58% - Italian

81% - Fast Food

46% - Pub Food

20% - Indian

61% - Chinese

80% - Fish & Chips

26% - Thai

67% - Motorway Service Stations (**lowest in UK**)

Midlands

28% of people with coeliac disease presently eat out only very occasionally

31% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option

61% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

65% - Italian

81% - Fast Food

46% - Pub Food

21% - Indian

66% - Chinese

82% - Fish & Chips

31% - Thai

71% - Motorway Service Stations

South East

26% of people with coeliac disease presently eat out only very occasionally

32% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option

57% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

59% - Italian

81% - Fast Food

45% - Pub Food

24% - Indian

68% - Chinese

86% - Fish & Chips

33% - Thai **(joint highest in UK)**

73% - Motorway Service Stations

South West

27% of people with coeliac disease presently eat out only very occasionally

31% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option

59% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

64% - Italian

83% - Fast Food

38% - Pub Food **(lowest in UK)**

24% - Indian

64% - Chinese

78% - Fish & Chips

31% - Thai

71% - Motorway Service Stations

Scotland

24% of people with coeliac disease presently eat out only very occasionally **(lowest in UK)**

30% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option

60% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

50% - Italian **(lowest in UK)**

88% - Fast Food

65% - Pub Food **(highest in UK)**

16% - Indian **(lowest in UK)**

66% - Chinese

85% - Fish & Chips

23% - Thai

74% - Motorway Service Stations

Northern Ireland

30% of people with coeliac disease presently eat out only very occasionally

30% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option (**joint lowest in UK**)

52% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option (**lowest in UK**)

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

68% - Italian

98% - Fast Food (**highest in UK**)

56% - Pub Food

32% - Indian (**joint highest in UK**)

44% - Chinese (**lowest in UK**)

93% - Fish & Chips (**highest in UK**)

20% - Thai

81% - Motorway Service Stations (**highest in UK**)

Wales

33% of people with coeliac disease presently eat out only very occasionally (**joint highest in UK**)

20% of people with coeliac disease would maybe eat out more often if they were confident of a safe, gluten-free option (**joint lowest in UK**)

72% of people with coeliac disease would definitely eat out more often if they were confident of a safe, gluten-free option (**highest in UK**)

People with coeliac disease say they find it difficult to eat out in the following type of eateries:

73% - Italian (**highest in UK**)

78% - Fast Food (**lowest in UK**)

49% - Pub Food

32% - Indian (**joint highest in UK**)

75% - Chinese (**highest in UK**)

81% - Fish & Chips

33% - Thai (**joint highest in UK**)

80% - Motorway Service Stations

PRESS RELEASE

Embargoed until 00.01 Monday 11th May 2009



The hospitality industry is missing out on an estimated £100 million a year

Coeliac UK, the national charity for people with coeliac disease, is encouraging the hospitality industry to reap the benefits of an untapped market worth at least an estimated £100 million a year by providing safe, gluten-free options for people with coeliac disease.

Currently, eating out is a lottery for people with coeliac disease, which is a serious lifelong autoimmune disease triggered by eating gluten. Many with the condition feel that eating establishments lack knowledge and understanding about offering safe gluten-free food, and so they are staying in and keeping their health, and their money, safe at home. Without keeping to a strict gluten-free diet for life, the condition can lead to serious ill health and other major conditions, such as infertility, osteoporosis and bowel cancer.

People with coeliac disease make up 1% of the population - 600,000 people - , but the loss to the industry is more as they drive the venue decisions of the people they are eating with..

Research of more than 3,000 people with coeliac disease⁽¹⁾, found that those who do eat out, do so with a minimum of 2-3 other people. And with an average spend of £10 - £20 per head, each meal eaten out is worth around £60 of business to the catering sector. But fears about finding safe gluten-free options are keeping thousands at home. 62% currently eat out once per month or less, while 38% only eat out once every two weeks or more. When asked how often they would eat out with more safe gluten-free options available this figure nearly reversed (74% said they would eat out once every two weeks or more, whilst 26% said they would eat out once a month or less).

Sarah Sleet, Chief Executive of Coeliac UK said: "Harnessing this untapped market has obvious potential financial benefits for catering businesses. In these difficult times, when over 40 pubs and restaurants nationally are closing per week, this is a huge market that the hospitality sector cannot afford to miss. People with coeliac disease want to eat out more often and are ready and willing to spend their money, if only they felt more confident about gluten-free provision. Our partnership with the National Trust and National Trust for Scotland shows it can be done and we want to see safe gluten-free options clearly marked on menus across the UK. "

Coeliac UK is running an Awareness Campaign from 11 - 17 May 2009 to promote understanding about coeliac disease and for the need for increased gluten-free provision in the hospitality industry. Coeliac UK is working in partnership with the National Trust and National Trust for Scotland to hold a special campaign throughout

the week, called **Free for Tea?**, to reach the thousands of visitors that visit properties nationally each week. Over half of the National Trust and National Trust for Scotland properties with catering facilities will be offering gluten-free options on their menus. See www.coeliac.org.uk/awarenessweek2009 for further details.

- Ends -

For further information, please contact: Kate Newman at kate.newman@coeliac.org.uk
07952 071014 / 0208 399 7478
or Jo Archer jo.archer@coeliac.org.uk 01494 796131.

^[1] Statistics taken from a survey of over 3000 Coeliac UK members, December 2008

Notes to editors:

1. 87 National Trust and National Trust for Scotland properties are taking part across England, Scotland, Wales and Northern Ireland, which is over half of those with catering facilities.

2. A range of case studies of men, women and children are available on request from Coeliac UK.

3. Coeliac disease is a serious illness where the body's immune system reacts to gluten found in food, making the body attack itself.

4. 1 in 100 people in the UK has coeliac disease, however only 12.5% of these have been diagnosed and average length of diagnosis is 13 years.

5. Gluten is a protein found in wheat (including spelt), rye and barley. Some people are also sensitive to oats. Obvious sources of gluten include breads, pastas, flours, cereals, cakes and biscuits. It is often used as an ingredient in many favourite foods such as fish fingers, sausages, gravies, sauces and soy sauce.

6. The symptoms of coeliac disease range from mild to severe and can vary between individuals. Not everyone with coeliac disease experiences gut related symptoms; any area of the body can be affected.

7. Symptoms can include bloating, abdominal pain, nausea, constipation, diarrhoea, wind, tiredness, anaemia, headaches, mouth ulcers, recurrent miscarriages, weight loss (but not in all cases), skin problems, depression, joint or bone pain and nerve problems.

8. Around 900 newly diagnosed people are joining Coeliac UK every month. For further details on membership please call the Helpline on 0870 444 8804 further information can be found at www.coeliac.org.uk.

**Support our petition to ask the government to improve
diagnosis rates of coeliac disease. Add your signature
by clicking here**

<http://petitions.number10.gov.uk/coeliacdisease/>
