



GIG Partners with Cutting Costs for Celiacs to Make Gluten-Free Eating More Affordable for Low-income Families

AUBURN, Wash. (February 10, 2021)—The nonprofit [Gluten Intolerance Group \(GIG\)](#), an industry leader in the verification of gluten-free products and foodservices, announces its partnership with [Cutting Costs for Celiacs](#), a non-profit organization that helps families below the poverty line afford gluten-free food, which is often more expensive than its gluten-containing counterparts. While Cutting Costs for Celiacs currently serves Milwaukee County, Wisconsin, the partnership with GIG will make it possible to expand its reach by promoting the affordable gluten-free eating initiatives through GIG’s network that includes more than 80 local support groups across the U.S.

GIG plans to launch the initiative in 2021 to support and grow Cutting Costs for Celiacs through a variety of programs, including expanding food discounts through partnerships with brands certified by GIG’s [Gluten-Free Certification Organization \(GFCO\)](#), which certifies more than 60,000 gluten-free products worldwide and [Gluten-Free Food Service \(GFFS\)](#), which validates hundreds of establishments in the U.S.

Founded in 2013 by celiac sufferer Lexie Van Den Heuvel, Cutting Costs for Celiacs provides monthly stipends and care baskets for low-income families with children with celiac disease. Van Den Heuvel began the nonprofit after being diagnosed with celiac disease as a teenager. While grocery shopping, she noticed higher prices for gluten-free products and wondered how low-income families could afford these items. Through her research, she discovered many families are sometimes forced to eat foods with gluten, which can cause serious health problems for those with celiac.

This past summer, Van Den Heuvel connected with Cynthia Kupper, CEO of GIG after being honored during GIG’s hero recognition campaign. Discussions ensued about the vision for growing the non-profit. GIG recognized that joining forces with Cutting Costs for Celiacs fit perfectly with GIG’s mission to make life easier for everyone living gluten-free.

“We’re excited to partner with Lexie and her outstanding organization, which has helped many struggling families eat both safely and affordably for the past eight years,” said Channon Quinn, COO of GIG. “We look forward to working with Cutting Costs for Celiacs to expand on the impressive work of this organization that has succeeded in providing much-needed food assistance to low-income celiac-affected families.”

Van Den Heuvel and the GIG team discuss details of the partnership in a new podcast from *The Celiac Project*. Download the episode here:

https://traffic.libsyn.com/secure/celiacprojectpodcast/Celiac_Project_Podcast_Ep_260_2_Guys_Talking_Gluten_Free.mp3

About Cutting Costs for Celiacs

Founded in 2013, Cutting Costs for Celiacs provides food assistance for low-income families with newly diagnosed celiac children residing in Milwaukee County, Wisconsin, allowing them to maintain their highest level of health possible. The organization’s initiatives include monthly stipend and gift basket programs. The organization was started by Lexie Van Den Heuvel, who at the time was a teenager diagnosed with celiac. She started the nonprofit after learning how families below the poverty line face challenges in purchasing gluten-free food that is often more expensive. For information, visit its website [here](#).

About the Gluten Intolerance Group (GIG)

The Gluten Intolerance Group (GIG) is a 501(c)(3) non-profit association funded by private donations, sponsorship opportunities and food safety programs. It relies on tax-deductible contributions to support its many innovative industry, service, social and awareness programs. GIG has been a highly respected leader in the gluten-free community since it was founded in 1974. In addition to more than 80 local support groups across the United States, GIG has increased its presence internationally to 47 countries. GIG empowers the gluten-free community through consumer support, advocacy and education. The [Gluten-Free Certification Organization](#) (GFCO), a program of GIG, is a leader in the verification of quality, integrity and purity of gluten-free products. The [Gluten-Free Food Service](#) (GFFS) program is a proven model of established best practices for foodservice facilities offering gluten-free options. GIG is committed to ongoing food safety research to assure customers and consumers the highest level of excellence in its gluten-free programs and services. For information, visit www.gluten.org.

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