



Frequently Asked Questions about Campbell Gluten-Free Products

Q: What is celiac disease?

A: Celiac disease is a genetic (inherent) chronic autoimmune intestinal disorder. Individuals who have this condition have a permanent intolerance to gluten – a protein found in grains such as wheat, rye, barley and triticale. For individuals with celiac disease consumption of gluten over time causes damage to the surface of the small intestine. This damage can lead to interference with absorption of important nutrients from food. A strict Gluten-Free diet is the only treatment for celiac disease and can often be a challenge given the proliferation of these grains in many prepared foods.

Q: What is gluten?

A: Gluten is a protein found in rye, barley and wheat (including atta, bulgur, couscous, durum, einkorn, emmer, farina, kamut, seitan, semolina, spelt, triticale and triticum aestivu). Due to the close proximity of oats to our production facilities, including potential comingling during storage and transportation, Campbell has decided to treat oats similar to other gluten containing grains.

Q: What is the process that Campbell uses to ensure products are Gluten-Free?

A: Campbell Gluten-Free products are validated through an extensive on-going test program which includes the evaluation of ingredients, testing of products and placement of manufacturing controls to insure our Gluten-Free products meet the appropriate Gluten-Free regulatory standards.

We analyze our Gluten-Free products at the time of initial production and perform ongoing testing on finished products at least once every six months to insure continued compliance.

Our testing program is in accordance to Health Canada guidelines for Gluten-Free and have been reviewed by the Canadian Celiac Association.

Q: What specific test do you use? What is the test method? What is the gluten threshold?

A: Our lab use the Neogen Veratox for Gliadin to detect gluten to a level of 10 ppm (parts per million).

Q: I (my family member) is very sensitive to gluten. Why is the test level not zero?

A: No available test method can establish gluten at a 'zero' level. Our Gluten-Free thresholds are aligned with the Health Canada guidelines for foods that can safely be consumed by gluten-sensitive consumers.

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Q: Why have some Gluten-Free products been removed from former lists? Why are some products that appear to be Gluten-Free (based on their ingredients) not included on the Gluten-Free list?

A: The products on the Gluten-Free list are products that have been verified Gluten-Free through our extensive testing program. If a product is not on our Gluten-Free list it may have been discontinued, has trace elements of a barley component in one of the ingredients or has a risk of contact with gluten.

Q: Does Gluten-Free appear on pack? Why do some of the products on your Gluten-Free list not have the Gluten-Free claim on the package?

A: All of the products on the Gluten-Free list have been validated through our rigorous testing program.

In the coming months all qualifying products will have our Gluten-Free logo directly on their labels so you can easily identify them at your grocery store.

The Gluten-Free logo will be located alongside other claims, near the nutrition facts panel or near the ingredient list.



We are still working on updating all our labels so you may not see the logo on all our products but rest assured if they are on the list, they are Gluten-Free.

Q: I am having trouble finding some of your products in the store?

A: Please call our consumer help line and let us know where you are located. We can identify the major banners in your area that hold our Gluten-Free products.



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Q: Are there plans to include other Gluten-Free products in the future?

A: Yes, we will continue to evaluate our existing products and new launches to see if they qualify and pass our Gluten-Free testing program.