Feel Free To Devour Our Donuts! Feel Free For Gluten Free Launches UK's First Gluten & Wheat Free Frozen Donuts

Friday 5 September, 2014

Coeliacs and other gluten-avoiders across the UK are licking their lips in anticipation at the UK's first gluten & wheat free frozen donuts!

Gluten and wheat free brand Feel Free for Gluten Free are launching their frozen donuts next week, following fantastic feedback from samplings at July's Allergy & Free From Show in London.

Sally Allister, Managing Director of Feel Free for Gluten Free, said:

“I'm thrilled to be launching the UK's first readily available gluten and wheat free donuts!

“When we sampled our donuts at the Allergy Show, the response was staggering. We knew we had a good product and felt confident people would like it, but weren't prepared for the ecstasy some coeliacs felt at tasting their first donut in years.

“Donuts are a bakery product that many people on a gluten or wheat free diet have previously had to go without. With donuts in the top three of core bakery products, it's not fair that they should miss out and I'm delighted that we are the first to launch a free from equivalent.

“Feedback from the Allergy Show was that consumers would prefer to buy the donuts frozen. We agreed – our donuts can be kept in the freezer and thawed one by one whenever it's time for an indulgent treat, or when the rest of the family are having regular donuts. They're convenient and mean that the coeliac or gluten free eater in the family doesn't have to miss out.

“The donuts are made to my own recipe which uses potato and rice starch. The result is a donut like those on offer at fun fairs or at seaside resorts – that's what visitors to the Allergy Show told us anyway.”

Feel Free For Gluten Free's new donuts are sugared ring donuts and have four to a pack. They are sold frozen and can be kept in the freezer for up to six months.

The donuts will be available to order from Monday 8 September from Feel Free For Gluten Free's online shop www.glutenfree-direct.co.uk which delivers to UK mainland addresses. A pack of four donuts costs £3.99.

Feel Free For Gluten Free are also working on getting retail listings for their donuts.

To help launch their gluten & wheat free donuts, the brand is running a Donut Face competition across its social media profiles and on email. They are asking their followers, likers and customers to share photos of themselves getting excited about the donut launch – the person with the best 'Donut Face' will win a dozen donuts.

Share your excitable and expressive Donut Face photos by:

- Posting them on the Feel Free For Gluten Free Facebook page
- Tweeting them to @FeelFreeGF and using the hashtag #FeelFreeDonutFace
- Sharing them with FEELFREE on Pinterest using the hashtag #FeelFreeDonutFace
- Sharing them with FeelFreeFoods on Instagram using the hashtag #FeelFreeDonutFace
- Emailing them to hello@feelfreefoods.co.uk.

Feel Free For Gluten Free are also supplying their frozen donuts to food service customers. Packs of 12 individually wrapped donuts give restaurants, cafés, delis and other eating places a free from sweet bakery alternative.

Sally Allister added:

“As a coeliac myself, I know that people on a gluten and wheat free diet don't have any difficulty finding chocolate brownies while out and about – they're everywhere! As tasty as they are, it's great that our donuts now give food service customers another option to add to their gluten free menus.”

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To find out more about Feel Free for Gluten Free's new frozen donuts, visit their website www.feelfreefoods.co.uk or call the Feel Free team on 08081 290 261.

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About Feel Free for Gluten Free

Feel Free for Gluten Free is the main brand of Yorkshire based Gluten Free Foods (York) Ltd.

The company was started up by Managing Director Sally Allister in 2004 following her own experiences of living a gluten free lifestyle. A diagnosed coeliac, Sally understands the demand for high quality, great tasting products made without wheat and gluten.

Feel Free for Gluten Free offer both frozen and ambient ranges. Their savoury items include pies, quickes and pasties, Italian ready meals, spring rolls, samosas and a corn pasta range. Their sweet bakery range offers classic British desserts including lemon meringue pie and bakewell tart. They also have a home baking range made up of several baking mixes, a multipurpose flour and ready to roll shortcrust pastry. They also have a breakfast range of granolas and granola bars. More products are due to launch later this year.

Products in the Feel Free for Gluten Free range have been developed using only the finest naturally gluten free ingredients.

Feel Free for Gluten Free have stockists across the UK and in Ireland, as well as in South Africa. Their products will also soon be available in Trinidad and Dubai.

For more information visit www.feelfreefoods.co.uk.

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