



HUNGRY PLANET® BENEFITS OF GLUTEN

Hungry Planet® chefs intentionally choose non-GMO wheat protein to create our delicious plant-based pork, chicken, and crab meats. This versatile plant protein pairs perfectly with our non-GMO soy protein, and helps us achieve superior taste, texture, and flavor with an impressively low carbon footprint.

Wheat protein contains gluten, and while there is a lot of discussion about gluten - it is important to understand all the facts. Gluten is a group of indigestible proteins found in grains including wheat, barley, and rye. These grains are among the leading whole grain sources in the United States. Gluten-containing grains feature essential nutrients including B vitamins, protein, iron, zinc, and magnesium. About 96% of Americans are deficient in fiber, and these grains are excellent fiber sources.

Gluten has received a bad rap, but most people shouldn't worry about including it in their diet. Due to marketing efforts, "gluten-free" has received a misleading health halo, and studies show people without celiac disease are the biggest consumers of gluten-free products. There is no data showing a benefit to following a gluten-free diet.

Of course, those who have celiac disease should eliminate all gluten, but celiac disease affects only 1 in 141 people in the United States. If a gluten allergy is a concern, Hungry Planet® plant-based Beef, Italian Sausage, Breakfast Sausage, Lamb and Chorizo are gluten-free.

Sources

<https://www.forksoverknives.com/wellness/plant-based-vegan-gluten-free-read-this-first/>

<https://www.hsph.harvard.edu/nutritionsource/gluten/>

<https://nyulangone.org/news/one-third-americans-are-trying-avoid-gluten-it-villain-we-think-it-is>