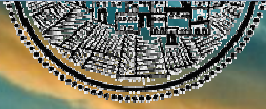




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**Luigia Morcavallo
Benedetta Nirchio
Barbara Palumbo
Liliana Pesante**

THIS BIG FAT GLUTEN FREE MARKET

GLUTEN

“ It's a **Protein**;

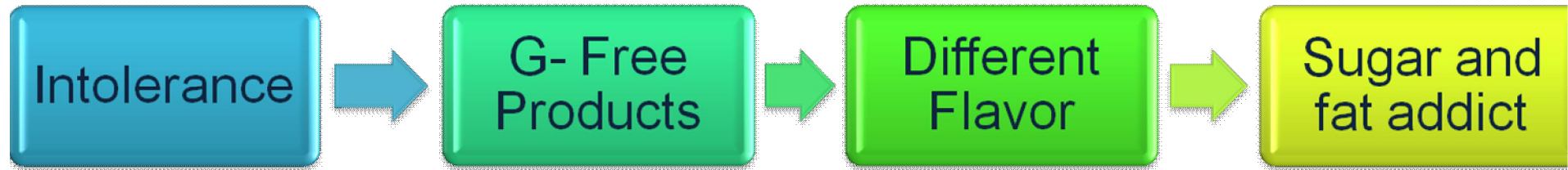
“ It's in **Grains , cereals, and breads**;

“ It gives **elasticity** to dough;

“ It's used in cosmetics,
hair products and other
dermatological preparations.



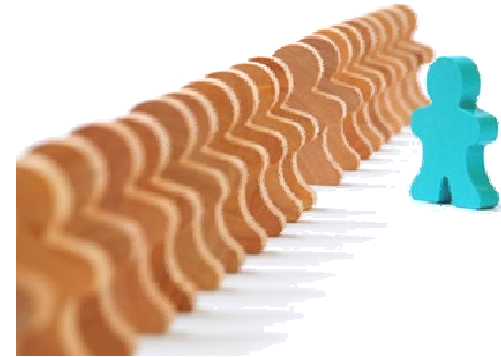
GLUTEN FREE FOODS



Obesity

CELIAC SITUATION

Today, 1:100 is celiac and State
gives about 100" per month for
each of them.



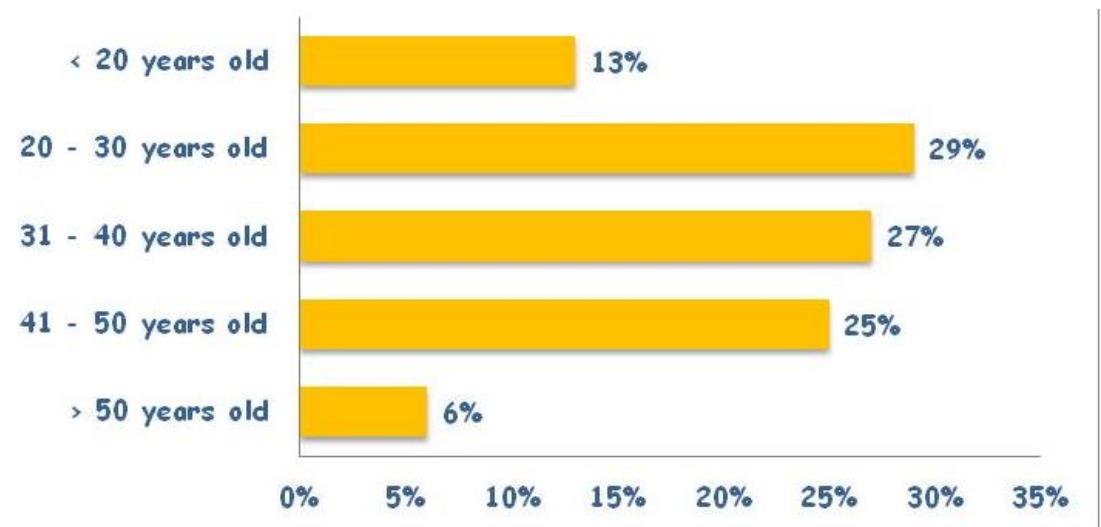
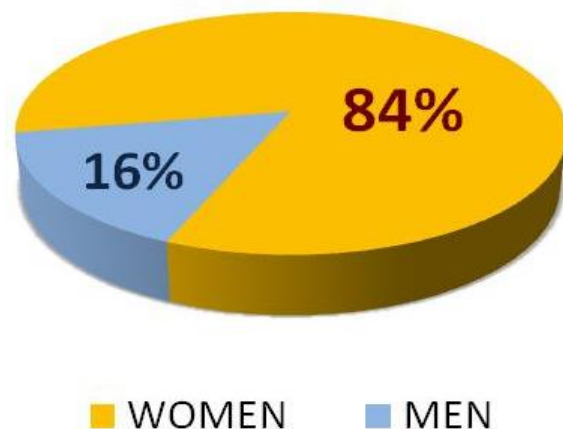
WEB MEETING

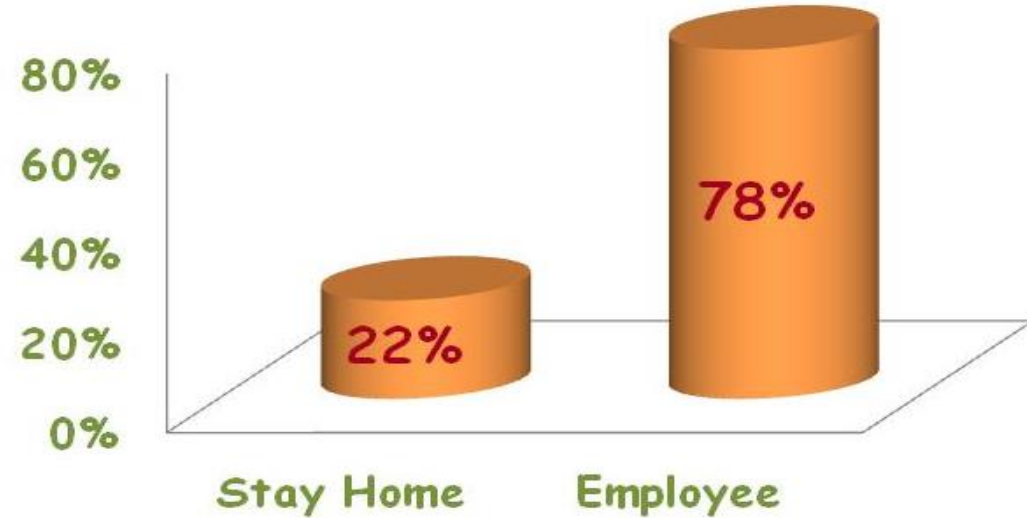


20 DAYS FREE SURVEY

” 20 Days
” 198 Respondents

Method





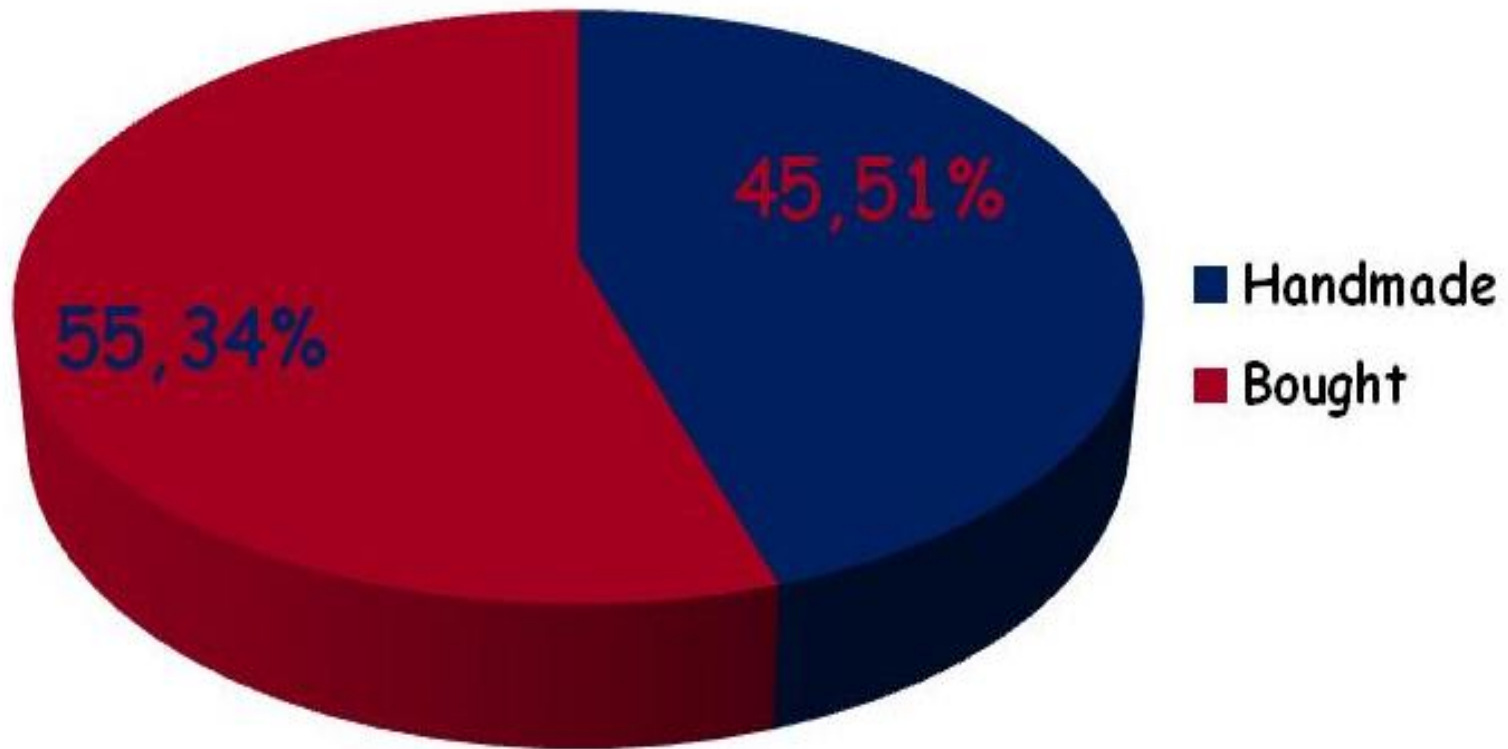


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Make or Buy








When Free Products give more attention to:

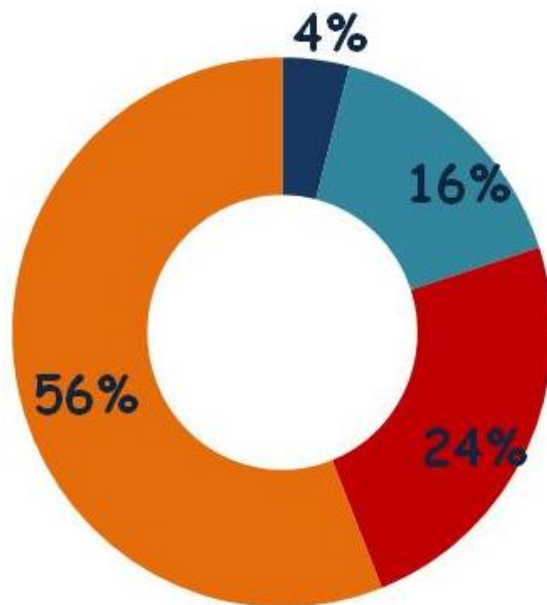
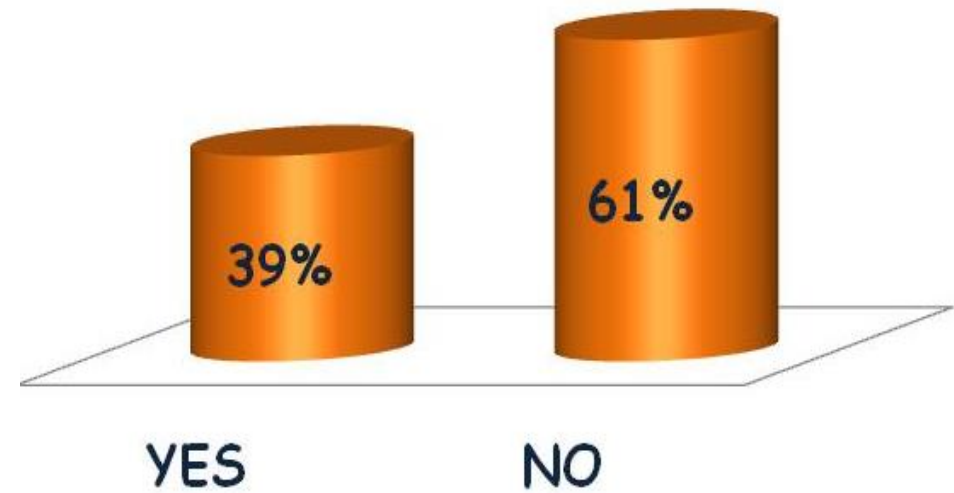
Label →     

Å and their nutrient content.

So it isn't important for consumers to support their diet with:

**Proteins
+ Vitamins** →     

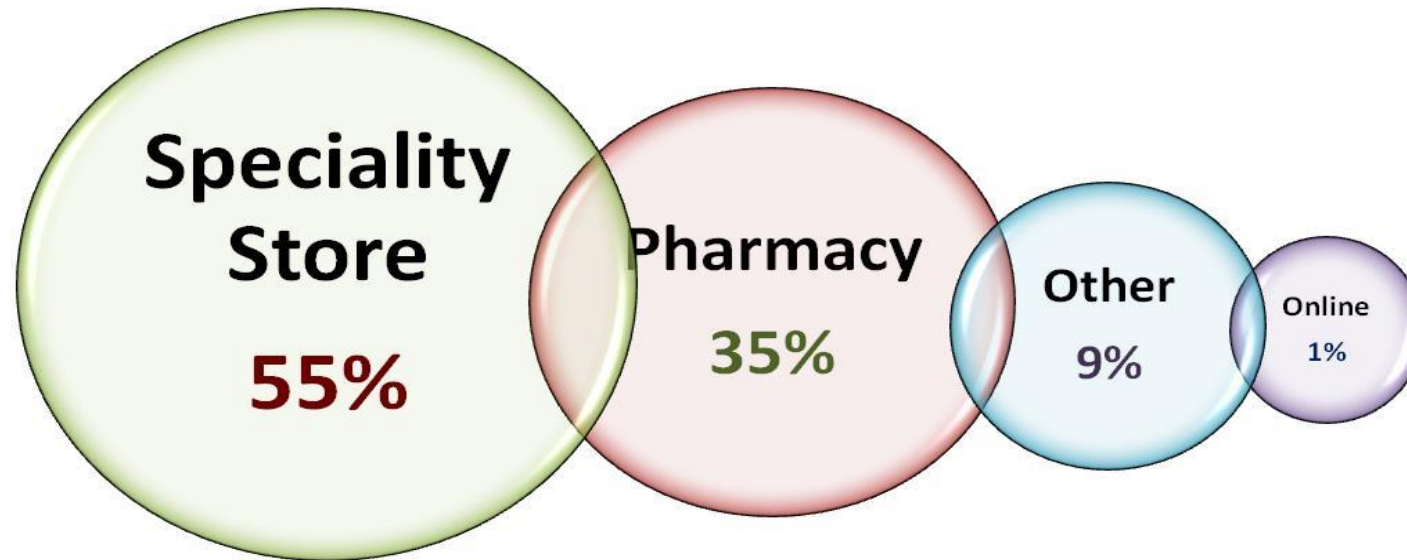
Gift vouchers: sufficient or not?



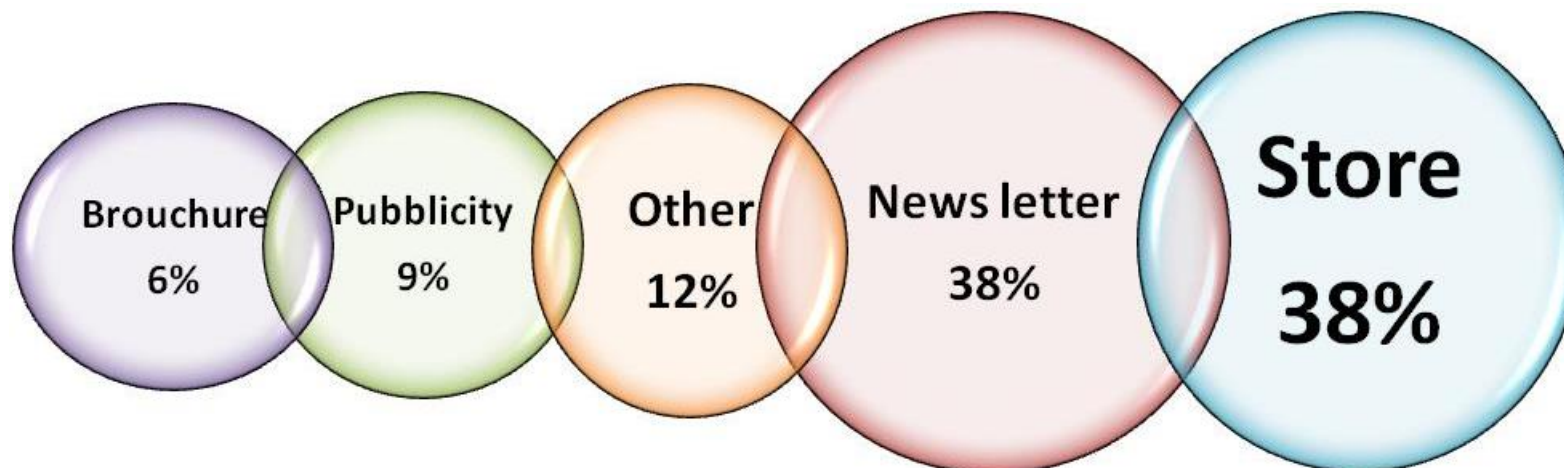
- 1 - 10 €
- 11 - 20 €
- 21 - 30 €
- > 30 €



prefer buying their products



The mean Commercial Vehicles of Information



WHAT DOES INFLUENCE THE CELIAC EXPENDITURES?

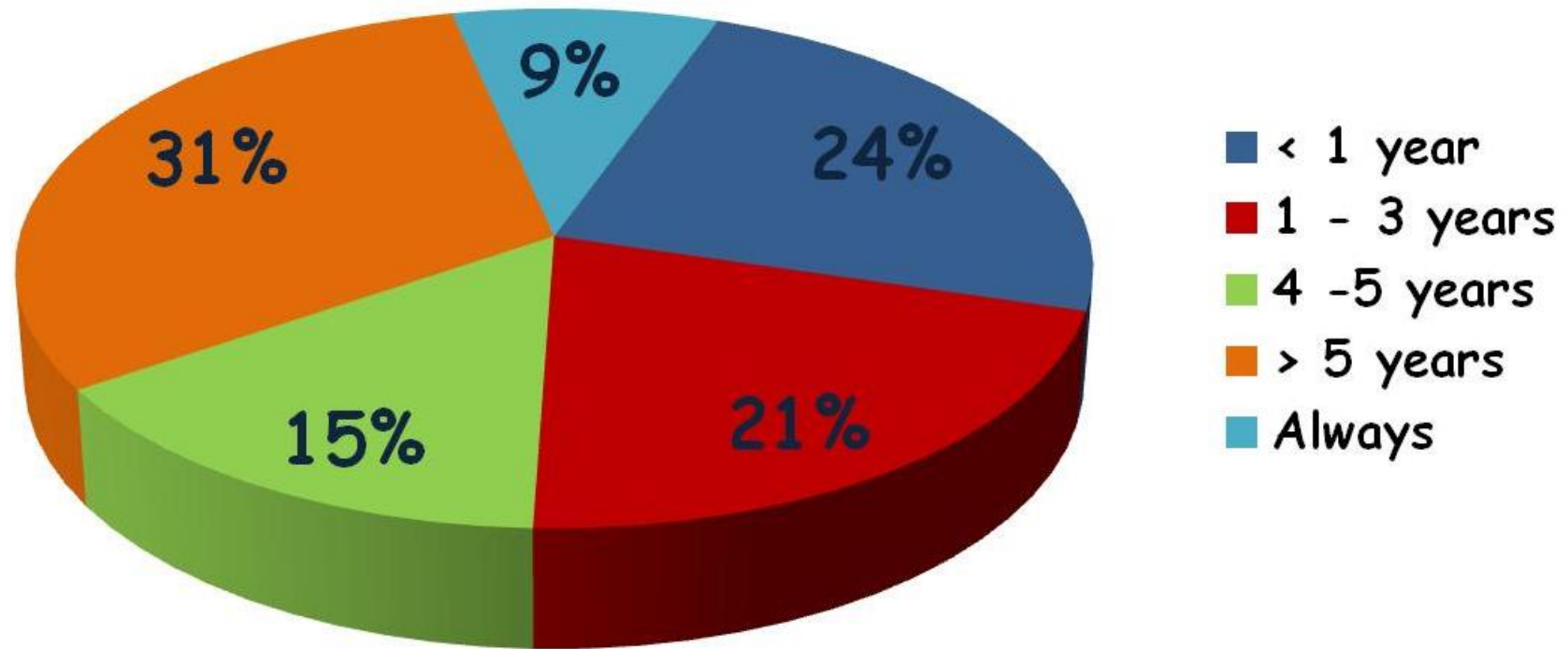
REGRESSION

= * X

Expenditure

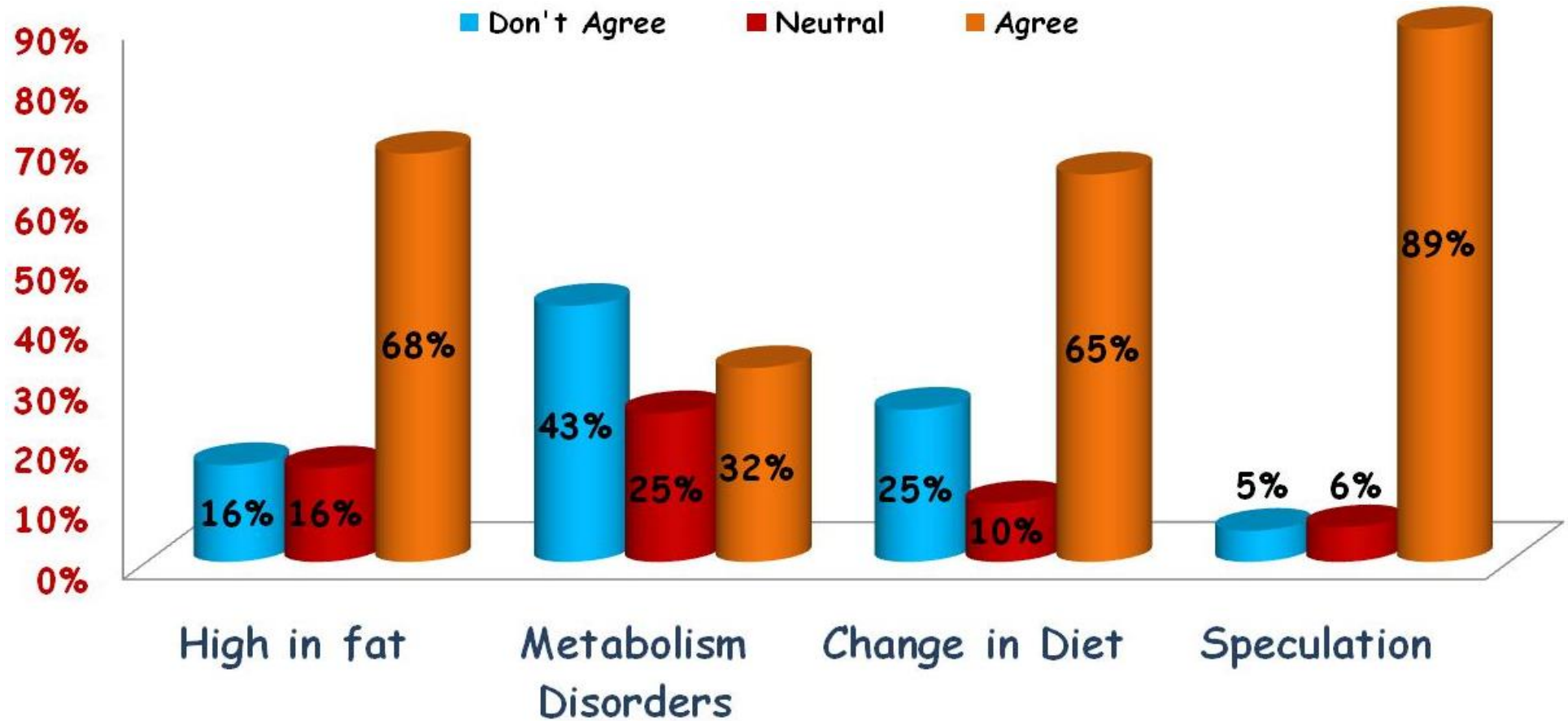
- 1. Time**
- 2. Awareness**

X = How long have you this disease?



↑ TIME TEACUP EXPENDITURE

X= Awareness



State's Money is not enough



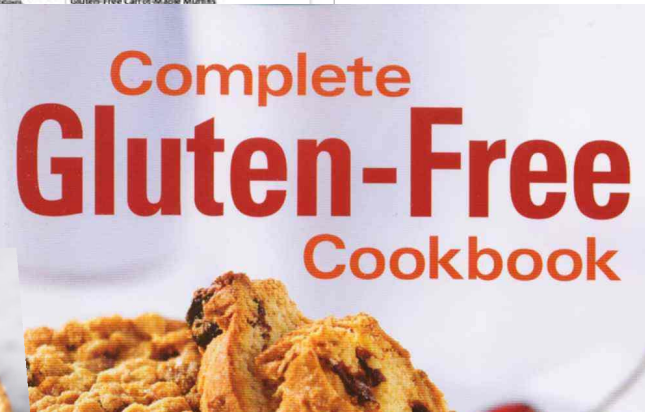
**Ministry of
Health**



Food is Dangerous,

What shall we do?

Publicize more Recipes





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Annual State Expenditure

$$135.000 \times 100 \times 12 = 162.000.000$$



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**BE
CAREFULL
AND
THINK YOUR
FUTURE**