News

Book, enjoy, relax.

Schär Glutenfree Holidays is the new online travel portal, which allows your celiac patients to book their next trip in moments, most importantly guaranteeing safe gluten-free meals for the duration of their trip. The travel portal currently offers an attractive selection of destinations in Italy, from which you can choose your favorite trip. We are constantly adding more and more fantastic holiday locations to suit you. Experts in gluten-free disorders and several years' experience in travel planning: Schär works with a reliable tour operator and offers beautiful accommodations. Whether you're looking for a beach holiday, a ski trip or a city break: on Schär Glutenfree Holidays you have a whole host of options to choose from. We hope you have a fantastic trip! More information: **www.holidays.schaer.com**

May was a busy Celiac Awareness Month with many activities for both consumers and Health Care professionals.

Dr Schar sponsored "The Supermarket Dietitians Symposium" in St Petersburg Florida in March of this year. The supermarket dietitian has a key role in the health and wellness of the American consumer. Indeed, the retail dietitian has the opportunity to highlight appropriate food choices at a crucial decision making point for most consumers. In recognition of this important role we developed several ways to partner with the retail dietitian at several chains: Shop Rite, Hy-Vee, Weiss Markets, and Giant Eagle, just to name a few, to provide educational materials and support especially during Celiac Awareness month. In addition to provided educational materials highlight health gluten free choices we provided our Gluten Free starter kit. The kit includes samples of our bread, cookies and pasta, coupons, and a DVD of out YouTube series Better Without.

One of our events included a free one-hour continuing education webinar with Barbara Ruhs, MS, RD, LDN on "Supermarket Nutrition: Promoting Health Through Shopper Engagement". A recorder version of the webinar is available through the Dr Schar Institute. Check out our DSI website for more details on this and other upcoming events. You will finde the webinar here: **www.bit.ly/1LbX2Sr**

Dr Schär

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