



BARCODE AREA:
GUIDE ONLY FOR PRINTER

9822408571002

***€1 OFF your next purchase of Kelkin Sourdough Bread.**
Valid until: 28/02/2013
***TERMS & CONDITIONS: To the consumer:** This coupon entitles you to €1 off your next purchase of Kelkin Sourdough Bread. Only one coupon can be used with each purchase. This coupon is not valid against the purchase of any other product and cannot be redeemed for cash value. **To the retailer:** This coupon will be redeemed at face value only if received by Kelkin Ltd. Unit 1, Crosslands Industrial Park, Ballymount Cross, Dublin 12 and provided that (a) it has been accepted by you as part payment for Kelkin Sourdough Bread and (b) you have reasonable proof of purchase which may be called for by Kelkin Ltd. Please submit coupons before 31/03/2013 to receive payment.
www.kelkin.ie

The Healthy Choice!



BARCODE AREA:
GUIDE ONLY FOR PRINTER

9822408590751

***75c OFF your next purchase of any Kelkin 1 Litre Juice.**
Valid until: 28/02/2013
***TERMS & CONDITIONS: To the consumer:** This coupon entitles you to 75c off your next purchase of any Kelkin 1 Litre Juice. Only one coupon can be used with each purchase. This coupon is not valid against the purchase of any other product and cannot be redeemed for cash value. **To the retailer:** This coupon will be redeemed at face value only if received by Kelkin Ltd. Unit 1, Crosslands Industrial Park, Ballymount Cross, Dublin 12 and provided that (a) it has been accepted by you as part payment for any Kelkin 1 Litre Juice and (b) you have reasonable proof of purchase which may be called for by Kelkin Ltd. Please submit coupons before 31/03/2013 to receive payment.
www.kelkin.ie

The Healthy Choice!



BARCODE AREA:
GUIDE ONLY FOR PRINTER

9822408501009

***€1 OFF your next purchase of any Kelkin Gluten Free Product.**
Valid until: 28/02/2013
***TERMS & CONDITIONS: To the consumer:** This coupon entitles you to €1 off your next purchase of any Kelkin Gluten Free Product. Only one coupon can be used with each purchase. This coupon is not valid against the purchase of any other product and cannot be redeemed for cash value. **To the retailer:** This coupon will be redeemed at face value only if received by Kelkin Ltd. Unit 1, Crosslands Industrial Park, Ballymount Cross, Dublin 12 and provided that (a) it has been accepted by you as part payment for any Kelkin Gluten Free Product and (b) you have reasonable proof of purchase which may be called for by Kelkin Ltd. Please submit coupons before 31/03/2013 to receive payment.
www.kelkin.ie

The Healthy Choice!



BARCODE AREA:
GUIDE ONLY FOR PRINTER

9822408481004

***€1 OFF your next purchase of Kelkin Gluten Free Organic Buckwheat Flakes**
Valid until: 28/02/2013
***TERMS & CONDITIONS: To the consumer:** This coupon entitles you to €1 off your next purchase of Kelkin Gluten Free Organic Buckwheat Flakes. Only one coupon can be used with each purchase. This coupon is not valid against the purchase of any other product and cannot be redeemed for cash value. **To the retailer:** This coupon will be redeemed at face value only if received by Kelkin Ltd. Unit 1, Crosslands Industrial Park, Ballymount Cross, Dublin 12 and provided that (a) it has been accepted by you as part payment for Kelkin Gluten Free Organic Buckwheat Flakes and (b) you have reasonable proof of purchase which may be called for by Kelkin Ltd. Please submit coupons before 31/03/2013 to receive payment.
www.kelkin.ie

The Healthy Choice!



***€2 OFF your next purchase of Kelkin Multivitamin Plus Omega 3 Tablets**
Valid until: 28/02/2013
***TERMS & CONDITIONS: To the consumer:** This coupon entitles you to €2 off your next purchase of Kelkin Multivitamin Plus Omega 3 Tablets. Only one coupon can be used with each purchase. This coupon is not valid against the purchase of any other product and cannot be redeemed for cash value. **To the retailer:** This coupon will be redeemed at face value only if received by Kelkin Ltd. Unit 1, Crosslands Industrial Park, Ballymount Cross, Dublin 12 and provided that (a) it has been accepted by you as part payment for Kelkin Multivitamin Plus Omega 3 Tablets and (b) you have reasonable proof of purchase which may be called for by Kelkin Ltd. Please submit coupons before 31/03/2013 to receive payment.
www.kelkin.ie

The Healthy Choice!

Q&A

QUESTION...

Dear Adrienne,
I have just received my first Coeliac News from Kelkin and really enjoyed reading it. I was diagnosed with Coeliac Disease almost 2 years ago and had to dramatically alter my diet. Since then I have found, to my dismay, that I have gained over a stone in weight. I am finding it very difficult to follow any of the conventional diets, such as those that incorporate point systems as they don't accommodate many of the specialist gluten free items that are part of my new eating regime. My question is: is there a specific diet system anywhere for Coeliacs that helps them to lose weight by counting points or following a structured diet? I know I lose weight best when I follow a specific diet and really I am seeking one aimed at Coeliacs that consists only of gluten free products. Any answers would be much appreciated.

Thanks,
Fiona

habit to get into. Try to snack on fresh fruit, plain rice cakes, diet yogurt (no grains). Watch your portion sizes, sometimes we eat healthily but our portion sizes are too big. Remember the importance of EXERCISE, 30 mins a day for your heart, but you could need an hour and a half daily exercise for steady weight loss and 1 hour a day to maintain the weight you have lost. This can be difficult to achieve for most of us. For further advice on healthy eating you might try www.indi.ie

Remember, reader's questions which feature in our Gluten Free Newsletter will receive a €50 One4all voucher compliments of Kelkin.

ANSWER...

Dear Fiona,
Thanks for writing in and we are delighted you enjoyed the last issue. The problem you describe is not uncommon for newly diagnosed coeliacs, weight gain can be an issue and what you need to remember is that gluten free does not mean 'calorie free' (if only it did!). Gluten free cakes and biscuits are just as calorific as 'regular' biscuits and cakes and so need to be restricted as 'treats' just as in other diets.

Try to establish 3 meals per day, don't be tempted to skip breakfast, research has shown that skipping breakfast can actually be a very negative

Fiona receives a €50 One4all voucher for her letter. Enjoy!

TOP TIPS

People who consume breakfast regularly, generally have a better overall nutrient intake than non breakfast eaters.

Consuming a bowl of cereal with milk makes a positive contribution to your daily calcium intake, ensure the milk is fortified with vitamin D and you're getting extra goodness.

If you like the thought of a hot bowl of porridge in the morning but you don't want to consume Pure Oats, Kelkin Gluten Free Porridge, made from brown rice and millet flakes gives you the porridge without the oats! Available in the health food section of stores nationwide.

SWAP...
REGULAR MILK
FOR...
FORTIFIED MILK
WITH VITAMIN D



SWAP...
WHITE BREAD
FOR...
FOR A HIGH FIBRE OPTION



SWAP...
BREAKFAST SKIPPING
FOR...
A HIGH FIBRE BREAKFAST
CEREAL WITH A GLASS
OF 100% JUICE



FOR...
A HIGH FIBRE BREAKFAST
CEREAL WITH A GLASS
OF 100% JUICE

Ask Our Gluten Free Customer Care Team...
Send your queries, comments and questions to our friendly, fully trained Gluten Free Customer Care Team at info@kelkin.ie or phone 01 4600 400 between 9am-4pm Monday to Friday.

Alternatively you can write to us at Unit 1,
Crosslands Industrial Park,
Ballymount Cross, Dublin 12.

WANT TO RECEIVE
OUR COELIAC NEWS...
Simply email us your name and
address to info@kelkin.ie

IF YOU SKIP BREAKFAST...

- ♥ The quality of your overall diet may be poorer.
- ♥ You are more likely to gain weight.
- ♥ You are less likely to achieve your 5-a-day.
- ♥ You will miss the most important meal of the day!

WIN! A FABULOUS CANNON DIGITAL CAMERA & PHOTO PRINTER

At Kelkin we aim to help you make healthier choices and we're excited to share some healthy tips and recipes with you, as well as money off coupons and the chance to win some great prizes in our Gluten Free Newsletters!

With this edition we're giving you a chance to win a Cannon Digital Camera & Photo Printer to help capture all your special moments

To be in with a chance to win simply answer the question below and email to info@kelkin.ie together with your name and phone number.

- Q) Kelkin Multi Vitamin Juice contains;
- A) B Vitamins.
 - B) Vitamin D.

Please use the following text in the subject title of your e-mail "Kelkin Coeliac News Breakfast Competition"

Terms & Conditions.
1. Closing date for competition entries: 28th Feb 2013. 2. Winner will be notified by 29th March 2012. 3. There is no cash alternative and one entry per person. We are committed to protecting all personal information received and adhering to good practice on data protection.



COELIAC NEWS

THE IMPORTANCE OF BREAKFAST

WIN! A FABULOUS CANNON DIGITAL CAMERA & PHOTO PRINTER



Let our in-house nutritionist Adrienne O'Reilly, take you through our step-by-step guide on living with Coeliac Disease



WELCOME

Welcome to Kelkin's Gluten Free Newsletter, designed specifically with your needs in mind. Here at Kelkin, we have a wide range of gluten free foods for you to choose from.

If there's anything you'd like to see featured in the next edition just let us know – we'd love to hear what you have to say!



Introducing Kelkin's In-House Nutritionist:

Adrienne O'Reilly, BSc. MINDI.

My career spans over 20 years, in which time I have had the pleasure of working with people with coeliac disease both as patients and as customers. This issue focuses on the importance of breakfast, for everyone not just those on a gluten free diet. I hope you will enjoy reading about the benefits of breakfast and about the range of foods Kelkin has to offer for one of the most important meals of the day! If after reading this article you have any questions don't hesitate to contact a member of the Gluten Free Customer Care Team, we are always happy to answer your query.

Contact the Gluten Free Customer Care Team at info@kelkin.ie or phone 01 4600 400 between 9am – 4pm Monday to Friday.

Looking forward to hearing from you...

COELIAC DISEASE & THE IMPORTANCE OF BREAKFAST

By Adrienne O'Reilly, BSc. MINDI, Kelkin In-House Nutritionist

It is a long standing belief that breakfast is the most important meal of the day and recent research confirms that this is in fact true. Eating breakfast can have a positive effect on our overall performance throughout the day.

BREAKFAST AND PERFORMANCE

The primary fuel for our brains is glucose and it is dependent on a constant supply in the blood stream. After sleeping, when effectively the body has been 'fasting' it is important to boost the levels of glucose in the circulation, further emphasising the importance of eating breakfast.

After our overnight fast eating breakfast can alleviate the very common symptoms of fasting such as irritability and fatigue.

BREAKFAST AND CHILDREN

There is increasing evidence that highlights the benefits for our children of consuming a healthy breakfast. Such benefits include improved mental performance including their ability to pay attention in class, problem solve and read. We have incorporated some suggestions in this newsletter for even the pickiest of children!



BREAKFAST AND WEIGHT CONTROL

People give many reasons for skipping breakfast mainly not having enough time. Often, if trying to lose weight they believe omitting breakfast is a good way to achieve this - the opposite is in fact true! It is evident from research that those who regularly skip breakfast are more likely to be overweight or obese. Adults and children who regularly eat breakfast consisting of high fibre breakfast cereals tend to have a lower BMI (weight for height) and are less likely to be overweight than those who do not. What better motivation to make the time to enjoy this important meal!

Contrary to general perception, newly diagnosed coeliacs are not always underweight! As a matter of fact there are a number of newly diagnosed coeliacs who are actually overweight. This doesn't mean, however, that they are well nourished, long term untreated coeliac disease can lead to multiple nutritional deficiencies, for example inadequate levels of iron, folic acid, vitamin D, vitamin B12 and also the increased risk of developing Osteoporosis (discussed in our previous Bone Health edition). Commencing a varied and well balanced gluten free diet as part of a healthy lifestyle can be sufficient to address this deficiency, but sometimes a vitamin & mineral supplement may be warranted (perhaps only for a short while). Breakfast can be the ideal time to take your vitamin & mineral supplement.

A multivitamin and mineral supplement, which provides the key nutrients that may be deficient in coeliac disease; **Iron, Folic Acid, Vitamin D, Vitamin B12 and Calcium**, would be beneficial if required.

SIMPLE YOGURT & FRUIT COMBO

- ✔ Low fat natural yogurt
- ✔ Fresh fruit (1/2 banana and handful of strawberries)
- ✔ 100% Not From Concentrate Fruit Juice (quantity to your taste)

Simple!



SUGGESTED BREAKFAST OPTIONS



TRADITIONAL BREAKFAST

A bowl of Kelkin Gluten Free Porridge made on milk for a creamier result. Why not try a bowl of Kelkin Gluten Free Muesli, hot or cold!



BREAKFAST ON THE GO

Natural yogurt with Kelkin Gluten Free Muesli. A smoothie made using a Kelkin Juice. A piece of fruit with a yogurt / yogurt drink.



WEEKEND LEISURELY BRUNCH

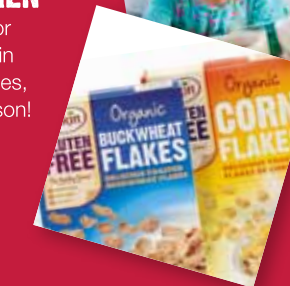
Why not try any of the following options using Kelkin Sourdough breads;

- Poached egg.
- French toast.
- Baked beans.



BREAKFAST FOR CHILDREN

Why not bulk up their Cornflakes or Buckwheat flakes (which are high in fibre) with sliced banana, raspberries, strawberries or whatever is in season! Enjoy with a glass of Kelkin Multi Vitamin Juice.



DID YOU KNOW?

A glass (150ml) of Kelkin Multi Vitamin Juice contains a range of B vitamins which contributes to;

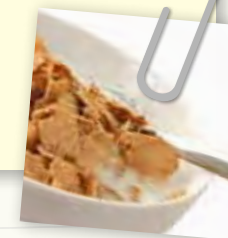
- ✔ Thiamin - the normal function of the heart.
- ✔ Riboflavin - the maintenance of normal vision.
- ✔ Niacin - normal function of the nervous system.
- ✔ Vitamin B6 - normal psychological functions.
- ✔ Folic Acid - normal blood formation.
- ✔ Vitamin E - protection of the cells in the body from oxidative damage.
- ✔ Vitamin C - the reduction of tiredness and fatigue.



Who knew there could be so many benefits in one glass of Kelkin Multi Vitamin Juice! Consume as part of a varied and balanced diet.

- ✔ Eating a breakfast makes it easier to achieve your 5-a-day fruits and vegetables. Most of you will know by now the benefits of consuming at least 5 portions of fruit or veg a day. These foods are rich in protective nutrients that protect against heart disease and cancer but despite the benefits many of us do not eat anything near 5-a-day! Simply by having a 150ml glass of 100% fruit juice and a good sprinkling of fruit on your cereal, you can have nearly 2 of your 5-a-day eaten before you leave the house!

- ✔ In our fibre edition we looked at the role fibre plays in a healthy diet. When it comes to breakfast, fibre is very much a priority. Aim to choose high fibre cereals where possible and high fibre bread if you're having toast. Kelkin Buckwheat Flakes and Kelkin Sourdough breads fit the bill perfectly!



If you have been diagnosed with Coeliac Disease join The Coeliac Society of Ireland for invaluable information and support. www.coeliac.ie



€1 OFF YOUR NEXT PURCHASE*

Kelkin Sourdough Bread
*See terms and conditions overleaf



75c OFF YOUR NEXT PURCHASE*

of any Kelkin 1 Litre Juice
*See terms and conditions overleaf



€1 OFF YOUR NEXT PURCHASE*

of any Kelkin Gluten Free Product
*See terms and conditions overleaf



€1 OFF YOUR NEXT PURCHASE*

of Kelkin Organic Gluten Free Buckwheat Flakes
*See terms and conditions overleaf



€2 OFF YOUR NEXT PURCHASE*

of Kelkin Multivitamin Plus Omega 3 Tablets
*See terms and conditions overleaf