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"Gluten Free Shoppers and Celiacs Disease
What does this mean for Grocery Stores and the products they offer?"

Like all diseases, Celiacs Disease is an unfortunate disease to have. When an individual has this disease they have to extensively watch what food products they consume. Celiacs Disease is when the body reacts to gluten in food as it were a poison, which intern sets off the immune system, allowing the body to destroy parts of the small intestine that absorbs essential nutrients ("Gluten Free Living - What Is Celiac Disease"). It is a genetic disease that can be passed along from parent to offspring. Celiacs Disease can cause pain, other uncomfortable feeling, and undesirable side effects. The only treatment for this disease is to follow a gluten free diet. Gluten is found in wheat, barley, and rye products, so one must be careful to avoid these products and other products that contain these ingredients, at all costs ("Celiac Disease").

In order to meet the needs of all of their customers the Grocery Industry needs to have a variety of products. Just like there are many different kinds of people in our world, those many different kinds of people like to consume many different types of food products. Some people base their diets off of choice, while others have to make choices based on particular reasons such as diseases or allergies. By having the various different needs of people, a Grocery Store not only needs to have a variety of food products, but it also needs a variety of a particular kind of product. For example a person with Celiacs Disease cannot have cereal that contains wheat, barley, or rye, so an alternative kind of cereal needs to be available for these individuals. It would not be right for one to be denied the right to have a certain product because they have a certain need that they cannot control. At the same time a person who did not have any disease or allergies might want to buy just a normal box of cereal and should also be able to do so.

In addition, to having the same kind of product with different ingredients, a Grocery Industry needs to have different types of a particular product. For instance if someone wanted to

buy three boxes of cereal, Cheerios, Lucky charms, and Kixs, there should be a variety of Cheerios, Lucky Charms, and Kixs, each contains different combinations of ingredients to meet the many needs of every individual. More specifically, having the option to buy regular Cheerios or gluten free Cheerios. In summary, someone should not be limited to one kind of a certain product because they have certain restrictions such as a disease or allergy.

Having the necessity to have all of these alternative products, a Grocery Industry needs to have a organized and well assembled layout of the store and its products so the customers will be able to find their desired item in a reasonable amount of time with ease. This will not only keep up customer satisfaction, but it will possibly increase the stores profits by not only keeping the customers coming back, but also the customers buying more items because they are easy to find and readily available.

It is very unfortunate to have occurrences that make one's life harder, especially when those individuals did not make a choice that then resulted in a consequence. To make the lives of individuals with Celiacs Disease easier, the Grocery Industry can contribute by having a wide variety of products in a well organized environment. The main goal of the Grocery Industry is customer satisfaction, because the more satisfied the customers are the more profit the Grocery Industry will bring in. By adjusting to the needs of its customers the Grocery Industry will not only benefit its customers, but intern will benefit itself as well.

Work Cited

"Celiac Disease." *National Digestive Diseases Information Clearinghouse*. Web. 2 Apr. 2011. <http://digestive.niddk.nih.gov/ddiseases/pubs/celiac/>

"Gluten Free Living - What Is Celiac Disease." *Gluten Free Living - Index*. Web. 2 Apr. 2011. <http://www.glutenfreeliving.com/what-celiac-disease.php>