

**International Coeliac Disease Awareness Day: Dr. Schär raises the bar for gluten-free quality.  
The company introduces quality guidelines for nutritionally balanced food of the highest quality and taste.**

Warrington, 14<sup>th</sup> May 2025



**On the occasion of International Coeliac Disease Awareness Day (16 May), Dr. Schär is renewing its commitment to increasingly balanced and sustainable gluten-free nutrition in line with the UN Sustainable Development Goals by continuing to optimise the nutritional content of Schär gluten-free products.**

Following a gluten-free diet does not have to mean sacrificing nutritional quality. This is the principle that has always driven the commitment of Dr. Schär, the Italian company and global leader in gluten-free and special nutrition. With the launch of its **Quality Commitment**, the company is taking a further step forward: the guidelines, developed by Dr. Schär's in-house Nutrition Service team, aim to create nutritionally balanced products using only the highest quality ingredients, **characterised by a high fibre content and balanced in sugar, salt and saturated fat levels that meet government reformulation targets, for an improved nutritional profile, without compromising on taste.**

*"The Quality Commitment helps us reaffirm our role as the benchmark for those on a gluten-free diet, enabling us to offer products that are tasty and safe, and that meet the highest nutritional quality standards. This principle aligns perfectly with our Quality Commitment, which is based on four pillars: value, naturalness, sensory properties and nutritional aspects - explains **Jacqueline Pante, Director of the Global Nutrition Service at Dr. Schär** - Our goal is clear: we want to make gluten-free increasingly tasty, balanced and suitable for people's everyday needs by offering innovative, safe and responsible food solutions."*

The **Quality Commitment** therefore sets **clear and measurable objectives** to turn corporate principles into concrete, everyday actions. At least **95% of new Schär gluten-free products** will be required **to meet optimal nutritional profile criteria**, while existing product recipes will be progressively revised to align with these standards, with a focus on continuous improvement.

In addition to strict control over gluten content, always maintained well under the regulatory limits (<20 ppm), the document focuses on key nutritional aspects:

- ✓ **Reduction of sugars:** constant monitoring of sugar content in everyday products and appropriate adjustment that does not compromise the taste of the final product. Adjustment targets have been set for certain categories, while others have already achieved the sales weighted average targets. Specifically, biscuits are 10.5% below the defined limit of 26g/100g, while cakes and muffins, on the other hand, are 6.8% below the limit of 28g/100g.
- ✓ **Salt control:** careful monitoring and control of the salt content of product categories that contribute most to daily salt intake and adjustment where indicated. Targets have been set for several product categories, for example, bread, where many products are already below the maximum salt limit of 1g/100g and salty snacks, below the maximum threshold of 1.75g/100g.
- ✓ **Saturated fat control:** constant reduction in all product categories, according to WHO guidelines (<10% of daily energy intake), and use of unsaturated fats. RSPO-certified sustainable palm oil has also been used since 2018.
- ✓ **Balanced fibre:** to promote intestinal health, particularly important for people with coeliac disease. Multigrain products must contain at least 6g of fibre per 100g. This criterion is applied to both new product launches and the reformulation of existing products.
- ✓ **Adequate protein intake:** use of naturally gluten-free grains with a high protein content to offer a good amino acid and micronutrient profile without resorting to unnecessary additions.

To support its ongoing commitment to uncompromising quality, there is a stringent selection of naturally gluten-free raw materials - maize, rice, buckwheat, millet, sorghum and lentils - which enter a carefully managed value chain and are traceable at every stage: from the field to the fork. Additives are kept to a minimum and used responsibly, only when strictly necessary from a technological point of view (e.g. natural fibres and thickeners), and no artificial flavours, colours or preservatives are added to the products. Additionally, thanks to continuous research and innovation in raw materials and packaging machinery, Schär gluten-free breads contain no artificial preservatives.

This approach is consistent with Dr. Schär's vision, which is geared towards ensuring wellbeing and food safety for those following a gluten-free diet, with a continuous focus on nutritional innovation.

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### About Dr. Schär:

Our story began in 1922 in South Tyrol, the heart of the Alps, with a vision to improve the lives of people with special nutritional needs. Ever since the company was founded, proximity to the consumer has been our guiding commitment. Our core competence combines the specific, complex requirements placed on nutrition with joy and pleasure of life. Responsibility, progress and proximity are the values that give us our stability and reliability. We are a family-run company with a global reach, with 18 sites in 12 countries and 1,800 employees worldwide. Our products are available in over 100 countries. [www.drschaer.com](http://www.drschaer.com)