

afraidofbread.com

Afraidofbread aims to guide new and experienced gluten free individuals through their gluten free diets.

Starting a gluten free diet can be scary. Many people often feel lost when learning they have to start eating a gluten free diet. It can be a tedious process of taste testing cardboard-like foods before finally finding what you like. This is where afraidofbread.com can help. At afraidofbread, our main purpose is to make the transition to a gluten free lifestyle as smooth as possible. We tried the products so you don't have to! Afraidofbread will answer your questions about gluten and celiac disease, provide products and recipes, and foster a community so nobody has to feel alone in this process.

Personas



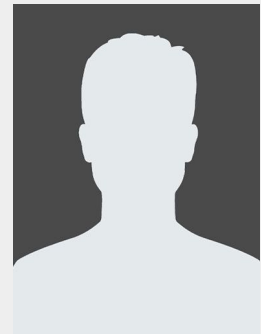
New GF Individual

Person who has just started a gluten free diet.



Experienced GF Individual

Person who has been gluten free for a while.



Loved One

Loved one of a gluten free person looking for recipes/products for them.

Competitors

[Allergic Girl](#)

[Caramel & Cashews](#)

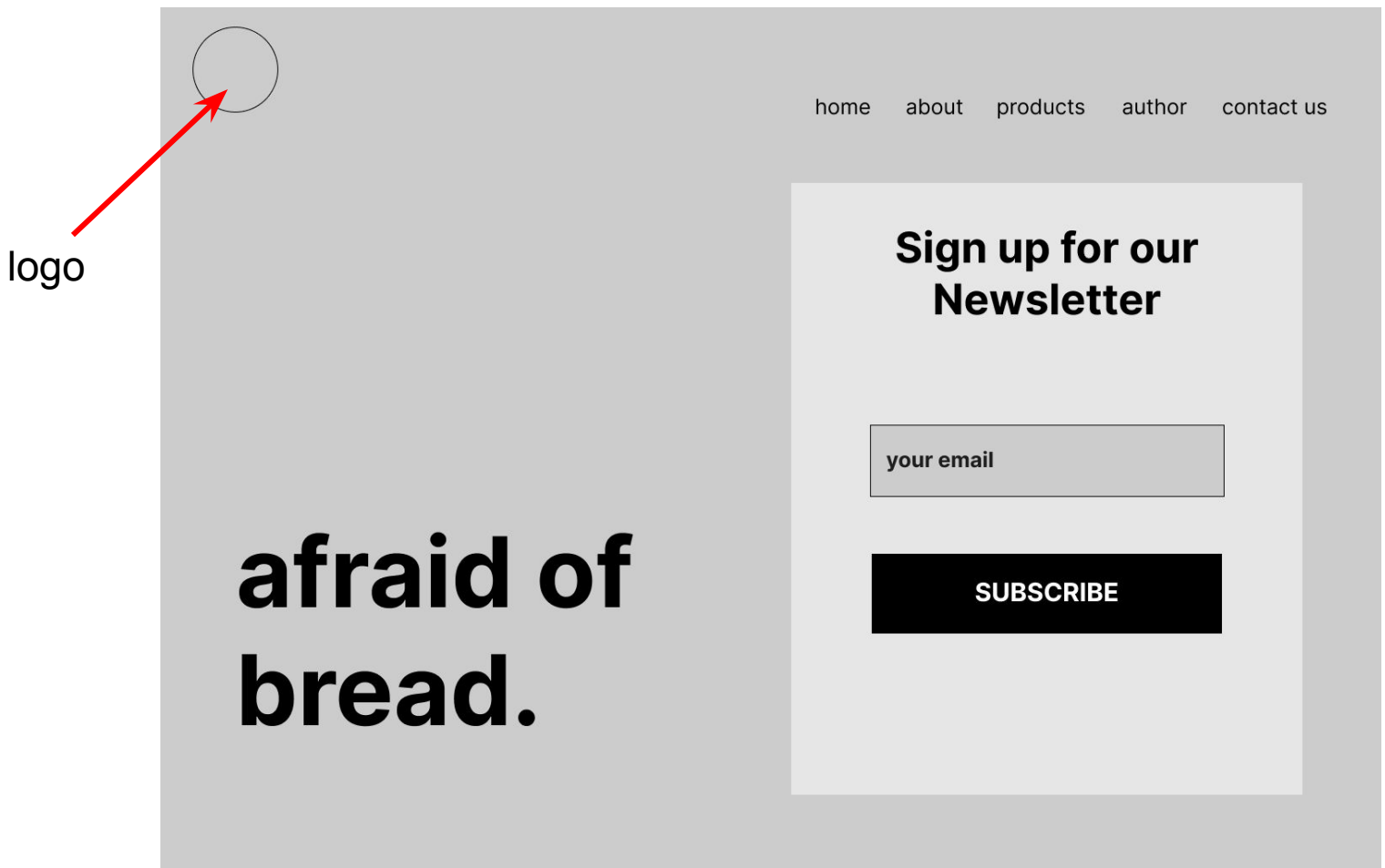
[Chef Janet](#)

[Gluten Free Dad](#)

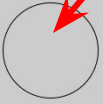
Pages

- Home - Title and newsletter sign up
- About - FAQ about the site, gluten, and celiac disease
- Products - Gluten free products I love and why I love them
- Author - About me (the author)
- Contact Us - Form to submit comments

Wireframes



logo



[home](#) [about](#) [products](#) [author](#) [contact us](#)

What is afraidofbread.com?

afraidofbread.com is a blog site for people who can't eat gluten. We want to point people to the best products and recipes (coming soon) so they can live the best gluten free lives they can!

What is celiac disease?

Celiac disease is an autoimmune disease that affects millions of Americans each year. It is estimated that about 1 in 100 people have celiac disease.

When people with this disease eat gluten, their immune system acts abnormally. The immune system will launch an attack on the small intestine. This damages the villi that line the small intestine, which makes it harder for the body to absorb the nutrients it needs.

Celiac disease is a genetic disease. Oftentimes, the disease is developed later in life, and can be triggered by things like stress or illness. There is currently no cure for celiac disease.

Celiac disease can be diagnosed by a blood test or by an edoscopy. Once diagnosed, it is absolutely necessary to adhere to a gluten free diet.

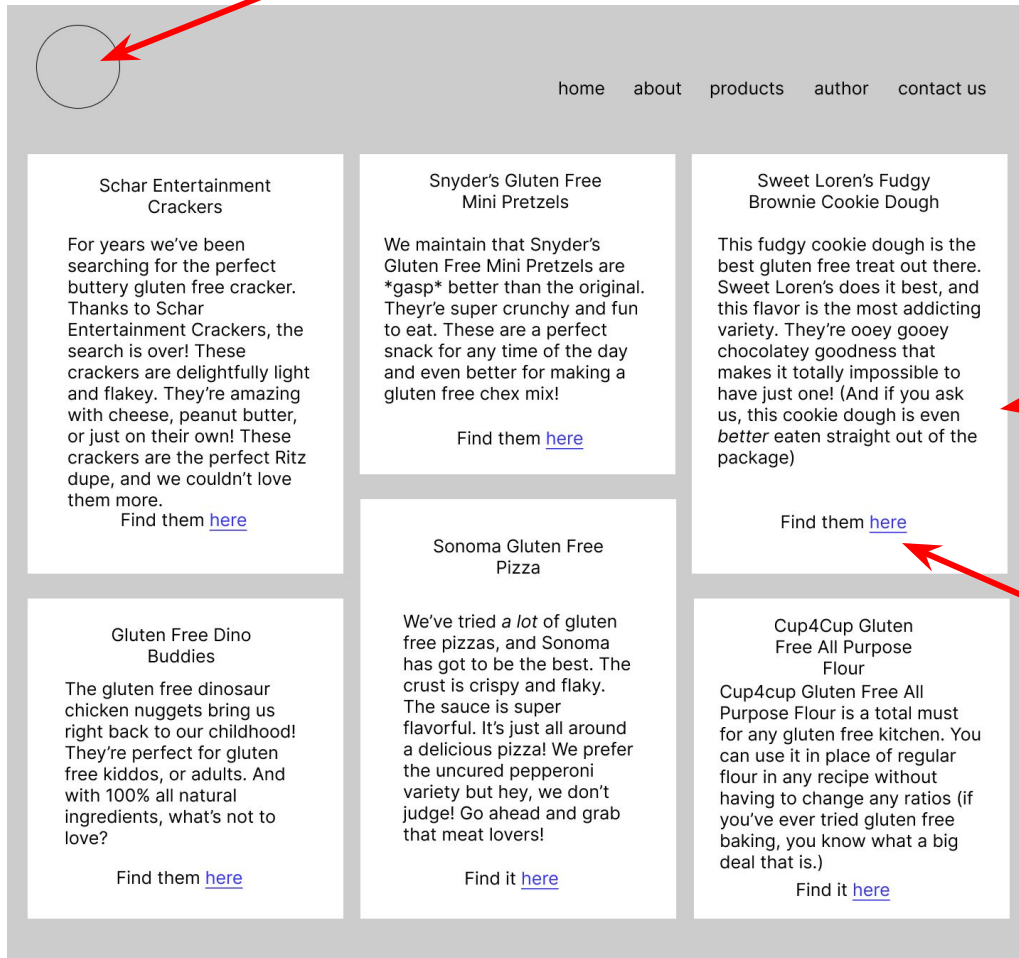


Diagram/Image
Likely of villi

What is gluten?

Gluten is a protein found in wheat, barley, and rye. It is most commonly found in baked goods, pastas, breads, crackers, and flour. Some other things that often contain gluten are soy sauce, malt (malt syrup, malt flavoring, malt vinegar, etc.), beer, and licorice.

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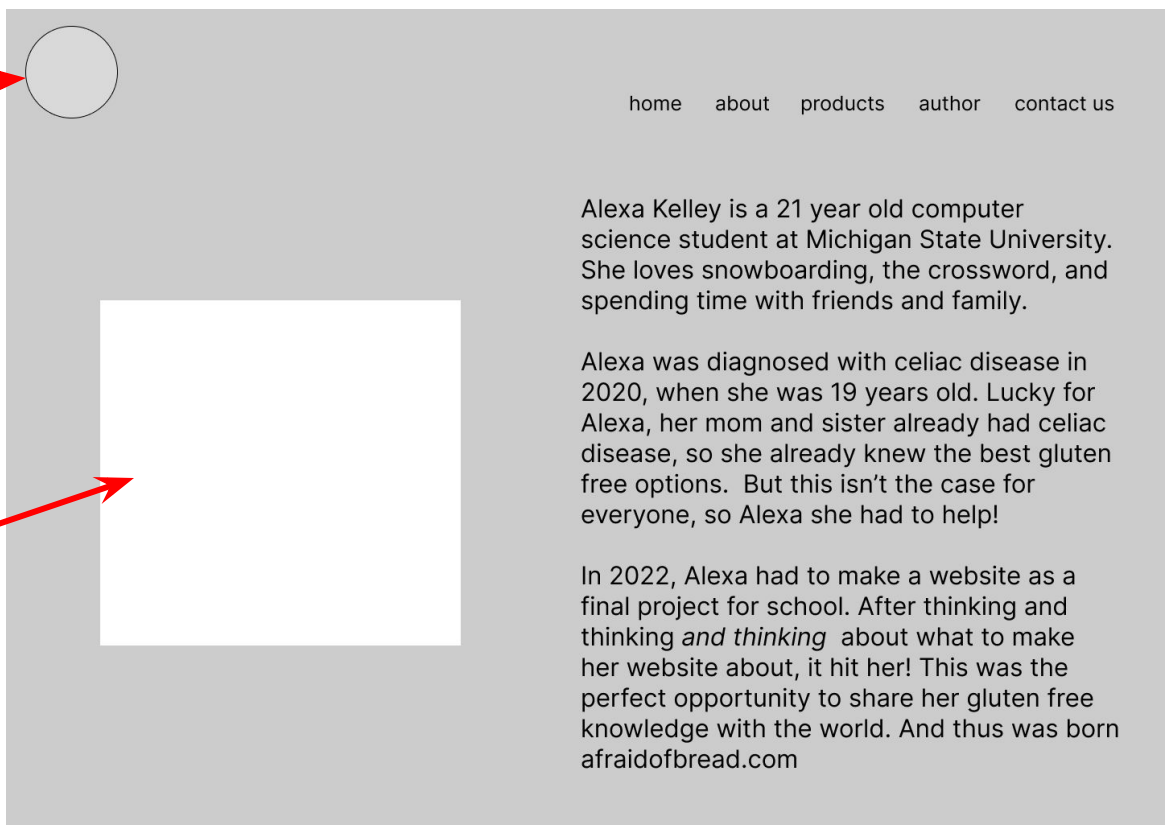


Page 3: Products

flipcards

link to product sites

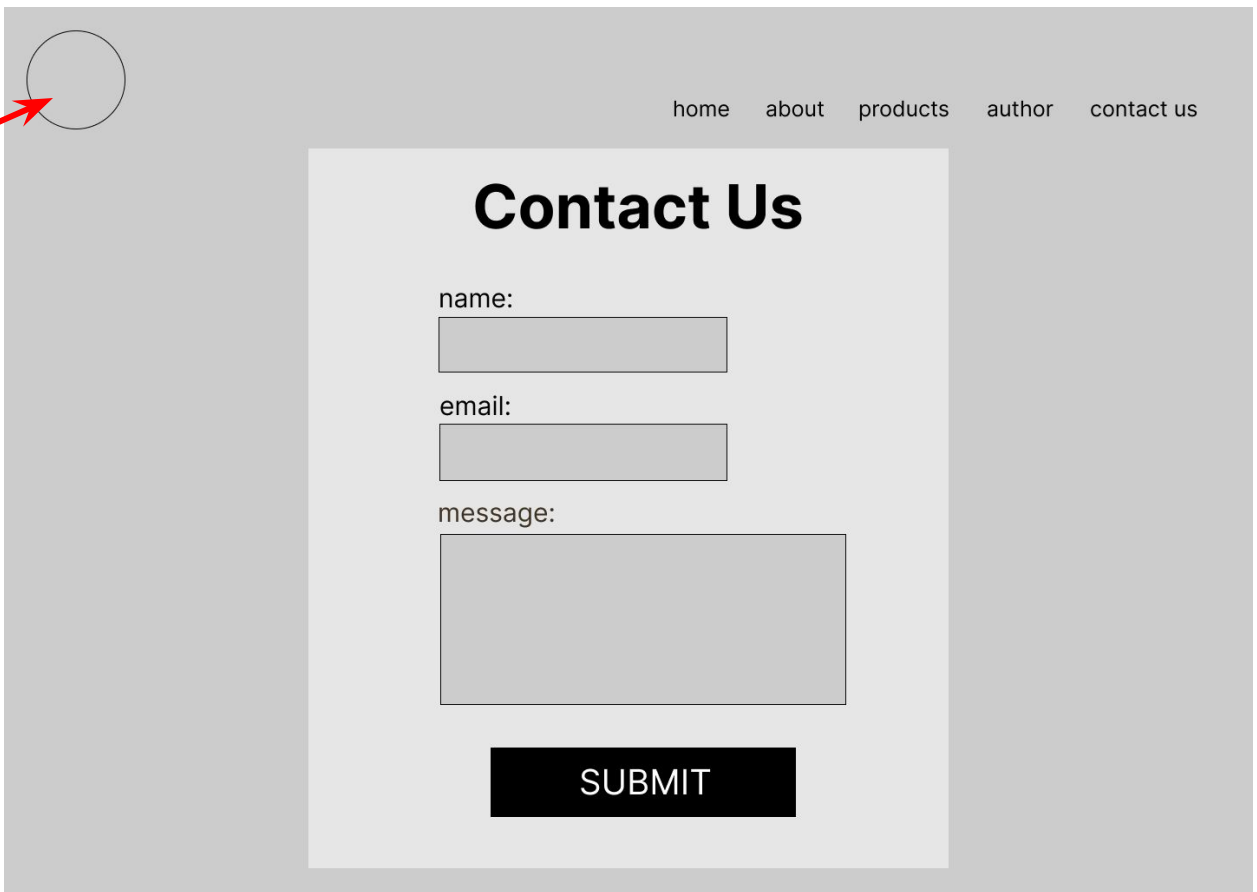
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Personal info card (like from card lab)

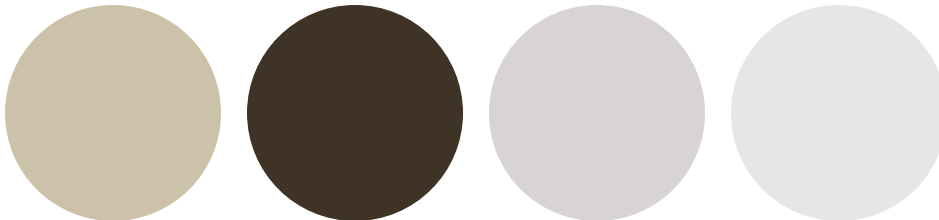
Page 4: Author

logo



Page 5: Contact Us

Design Elements



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Inria Serif

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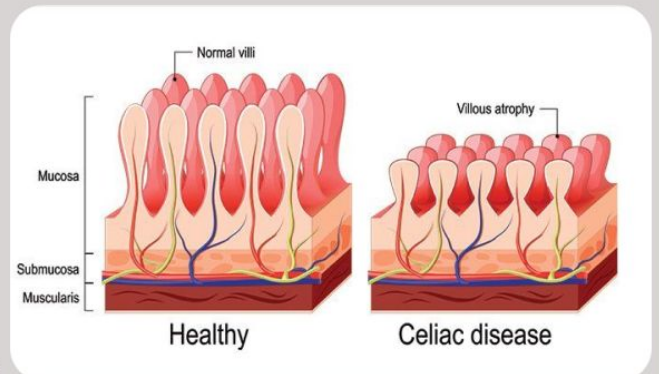
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Products We Love

Hover over each product to read about why we love it!



Schar Entertainment Crackers



Snyder's Gluten Free Mini Pretzels



Sweet Loren's Fudgy Brownie Cookie Dough



Gluten Free Dino Buddies



Sonoma Gluten Free Pizza



Cup4Cup Gluten Free All Purpose Flour

Each product box is a flip card

Page 3: Products



Products We Love

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Schar Entertainment Crackers

For years we've been searching for the perfect buttery gluten free cracker. Thanks to Schar Entertainment Crackers, the search is over! These crackers are delightfully light and flakey. They're amazing with cheese, peanut butter, or just on their own! These crackers are the perfect Ritz dupe, and we couldn't love them more.

Find them [here](#)

Snyder's Gluten Free Mini Pretzels

We maintain that Snyder's Gluten Free Mini Pretzels are *gasp* better than the original. They're super crunchy and fun to eat. These are a perfect snack for any time of the day and even better for making a gluten free chex mix!

Find them [here](#)

Sweet Loren's Fudgy Brownie Cookie Dough

This fudgy cookie dough is the best gluten free treat out there. Sweet Loren's does it best, and this flavor is the most addicting variety. They're ooey gooey chocolately goodness that makes it totally impossible to have just one! (And if you ask us, this cookie dough is even *better* eaten straight out of the package)

Find them [here](#)

Sonoma Gluten Free Pizza

We've tried *a lot of* gluten free pizzas, and Sonoma has got to be the best. The crust is crispy and flakey. The sauce is super flavorful. It's just all around a delicious pizza! We prefer the uncured pepperoni variety but hey, we don't judge! Go ahead and grab that meat lovers!

Find it [here](#)

Gluten Free Dino Buddies

The gluten free dinosaur chicken nuggets bring us right back to our childhood! They're perfect for gluten free kiddos, or adults. And with 100% all natural ingredients, what's not to love?

Find them [here](#)

Cup4Cup Gluten Free All Purpose Flour

Cup4cup Gluten Free All Purpose Flour is a total must for any gluten free kitchen. You can use it in place of regular flour in any recipe without having to change any ratios (if you've ever tried gluten free baking, you know what a big deal that is.)

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Alexa Kelley

(gluten) free spirit



link to
socials

Alexa Kelley is a 21 year old computer science student at Michigan State University. She loves snowboarding, the crossword, and spending time with friends and family.

Alexa was diagnosed with celiac disease in 2020, when she was 19 years old. Lucky for Alexa, her mom and sister already had celiac disease, so she already knew the best gluten free options. But this isn't the case for everyone, so Alexa she had to help!

In 2022, Alexa had to make a website as a final project for school. After thinking and thinking *and thinking* about what to make her website about, it hit her! This was the perfect opportunity to share her gluten free knowledge with the world. And thus was born afraidofbread.com

Page 4: Author



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name:

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message:

SUBMIT

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