



News Release

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FOR IMMEDIATE RELEASE

CELIAC SPRUE ASSOCIATION RECOGNIZES OMISSION BEER AS RISK-FREE FOR CELIACS

OMAHA, Neb., November 18, 2013 The Celiac Sprue Association (CSA), the largest non-profit celiac support group in America, today announced that Omission Beer has met stringent requirements for earning the organization's Recognition Seal. The CSA Seal, currently found on more than 1100 product brands, embodies the CSA's commitment to a consistent, meaningful, and verifiable definition of products that are the most risk-free for consumers on a celiac diet. In earning this recognition, Omission Beer has undergone CSA gluten testing methods - the industry's strictest - and tested well below the FDA standard for gluten-free of 20 ppm.

Omission Beer, from Portland, Oregon-based Craft Brew Alliance, is made with traditional beer ingredients, including malted barley, but undergoes an innovative process to remove gluten. The CSA Seal is approved for Omission Lager and Pale Ale products.

CSA conducts independent tests of products under consideration for its Recognition Seal, and has found that Omission meets the organization's criteria. In evaluating Omission Beer, CSA also reviewed detailed results and analysis from recently conducted mass spectrometry testing, which showed that the trace amounts of gluten remaining in the beer did not contain any known toxic amino acid sequences. CSA also requires documentation of ingredient sourcing, allergen control and sanitation plans, training procedures for controlling cross-contamination, and an inspection of packaging materials.

"We take very seriously our mission of 'celiacs helping celiacs.' Omission Beer clearly meets our strict standards as a risk-free choice for Celiacs," said Mary Schluckebier, executive director, Celiac Sprue Association. "As innovative manufacturing processes and gluten-detection methods emerge, the variety of food and beverage choices for celiacs and other gluten sensitive consumers is expanding. Omission Beer is an important -- and delicious -- example."

"As a celiac disease sufferer, I know first hand the challenges that our customers face in making confident choices about food and beverages," said Terry Michaelson, CEO of Craft Brew Alliance, makers of Omission Beer. "The stringent requirements of the Celiac Sprue Association's Recognition Seal help empower consumers to explore new products, and we're thrilled that Omission has joined the list of approved brands."

Celiac disease is a genetic autoimmune disease that interferes with the body's ability to absorb nutrients. Current medical research reveals that statistically 1% of the population will test positively for celiac disease. Once a patient is diagnosed with celiac disease, a diet free of wheat, barley, rye and oats will alleviate the symptoms, usually within weeks, and will help prevent the onset of related illnesses.



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Undiagnosed people will exhibit a variety of symptoms including, but not limited to, bloating, diarrhea, weight loss, mouth ulcers, fatigue or anemia. If left undiagnosed, the disease can lead to serious illnesses such as osteoporosis and bowel cancer.

Current information on CSA and celiac disease is available at the CSA website, www.csaceliacs.org or by calling toll free 877-CSA-4-CSA.

The Celiac Sprue Association (CSA) is a member-based 501(c)(3) non-profit organization dedicated to helping individuals with celiac disease and dermatitis herpetiformis worldwide through research, education and support.

About Celiac Sprue Association

The Celiac Sprue Association is a trusted source of information about the gluten-free products consumers rely on and enjoy every day. In keeping with its founding principles, CSA amplifies members' efforts for good health by encouraging quality nutrition, responsible business practices, scientific research, education, testing and outreach. Public health and food labeling policy solutions continue to develop through a genuine partnership with policymakers and other stakeholders. Contact us through www.csaceliacs.org or celiacs@csaceliacs.org.

About Omission Brewing Company

Omission Brewing Company is a new brand of craft beers introduced in 2012 by Craft Brew Alliance in Portland, Ore. Omission is the first craft beer brand in the U.S. focused exclusively on brewing great-tasting beers with traditional beer ingredients, including malted barley, that are specially crafted to remove gluten. Each batch of Omission Beer is tested independently using the R5 competitive ELISA test to ensure that it contains gluten levels below the FDA gluten-free standard of 20ppm or less. Omission produces three great tasting craft beers: Omission Lager, Omission Pale Ale and Omission IPA. Drinking is believing.

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