



New Gluten World

Food Technology for a Better Life



This project has received funding from the European Union's Horizon 2020 research and innovation SME Instrument programme under grant agreement No 732640



GLUTEN FRIENDLY™



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New Gluten World

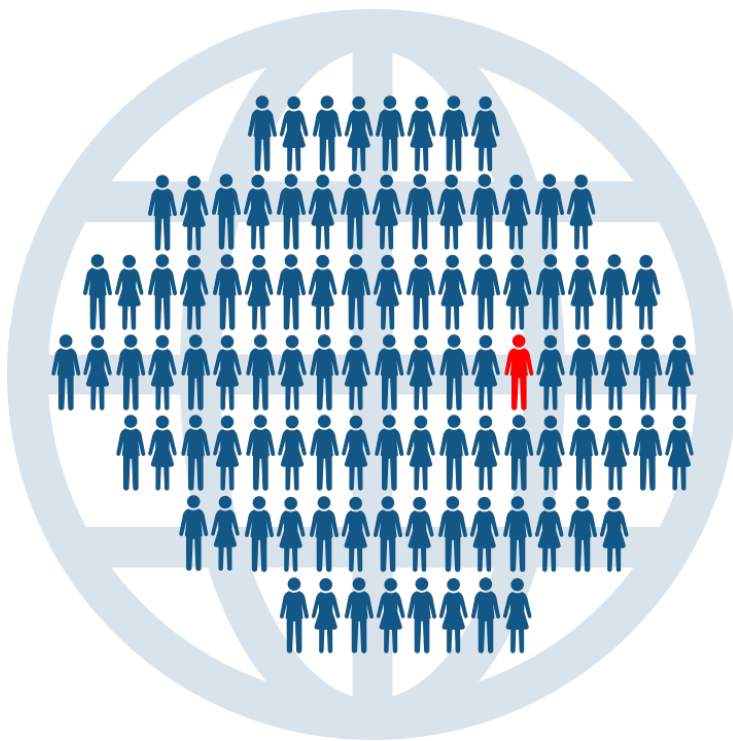


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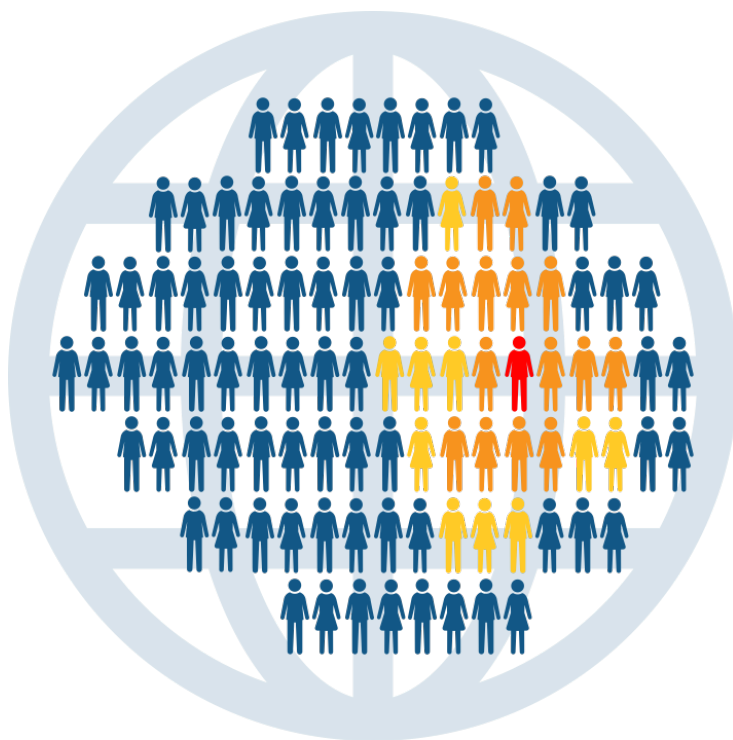
PER CHI?



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1% Umanità = 70 Milioni Celiaci



1% Umanità = 70 Milioni Celiaci

Rischio genetico

Non-Celiac Gluten Sensitivity (NCGS)

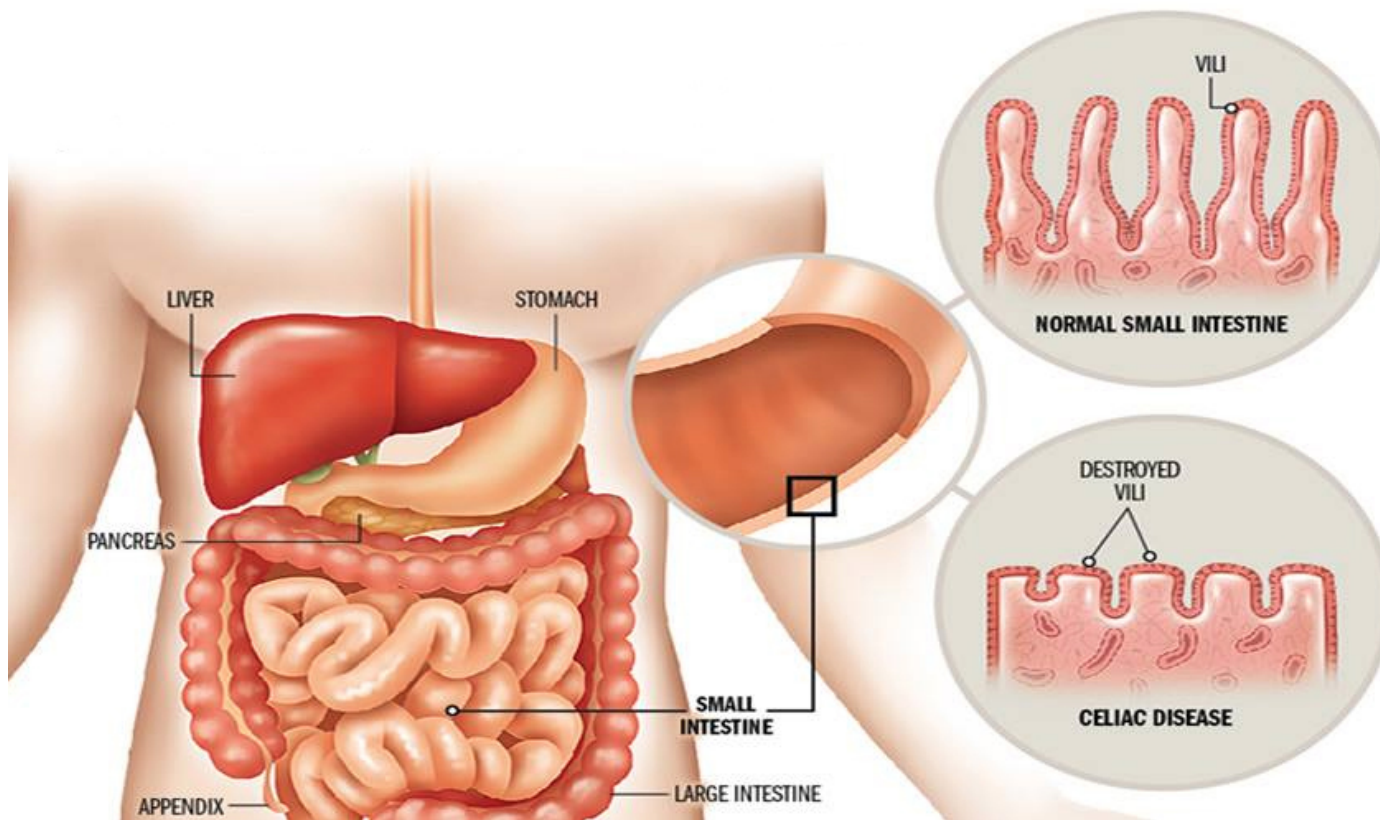


IL PROBLEMA - LA CELIACHIA



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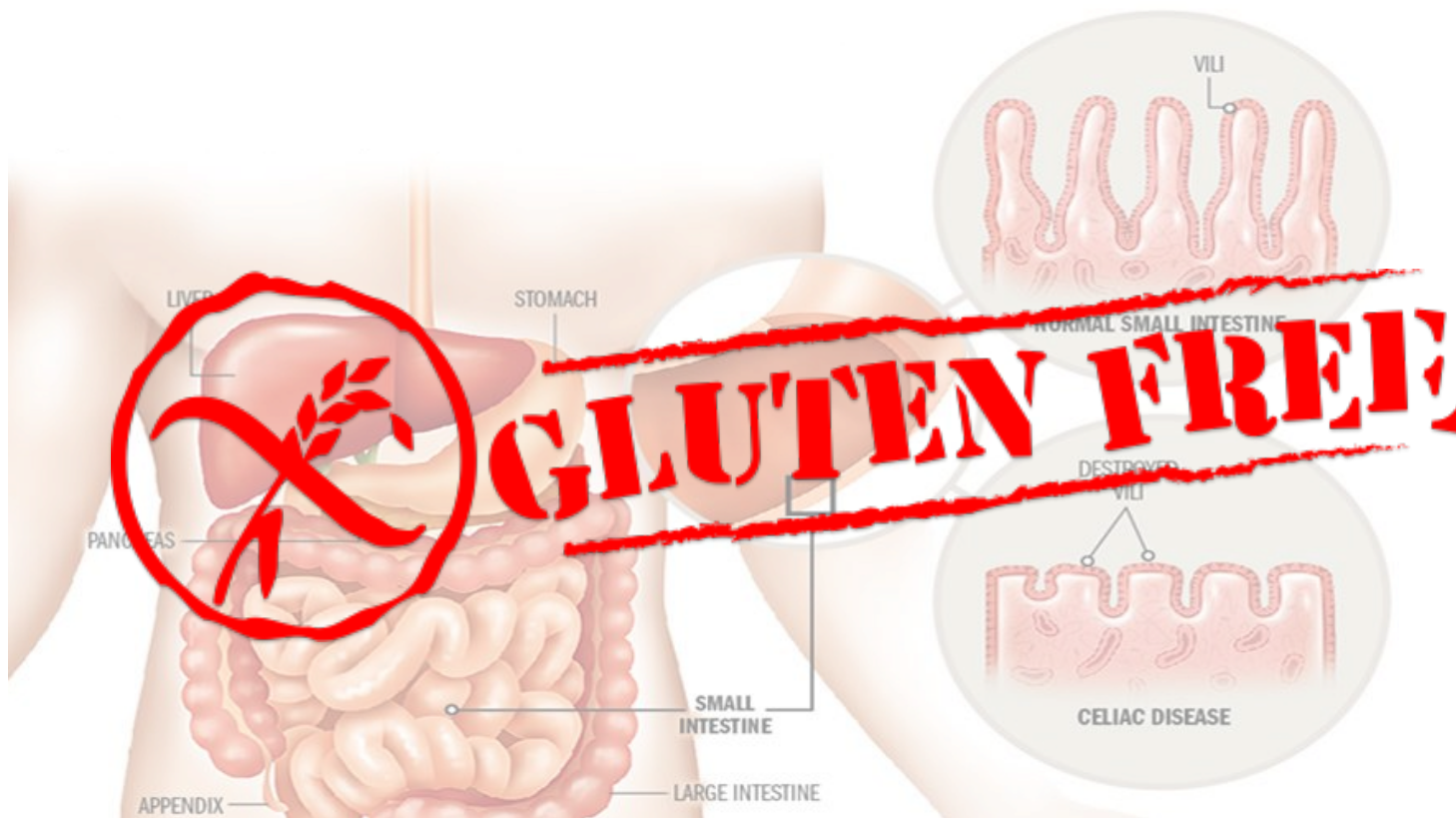
IL PROBLEMA - LA CELIACHIA



Celiachia
=
Danno
Intestinale
+
Malassorbimento
di Nutrienti



IL PROBLEMA - LA CELIACHIA



Celiachia

=

Danno
Intestinale

+

Malassorbimento
di Nutrienti



UNICA TERAPIA, SEGUIRE UNA DIETA SENZA GLUTINE A VITA



Molto Restrittiva



Additivi / Acidi Grassi /
Zuccheri Semplici



Costosa



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IL PROBLEMA - LA CELIACHIA





NUTRITIONAL DIVIDE





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IL GLUTINE



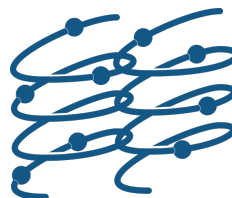
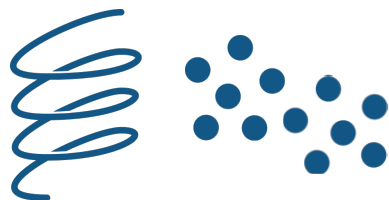
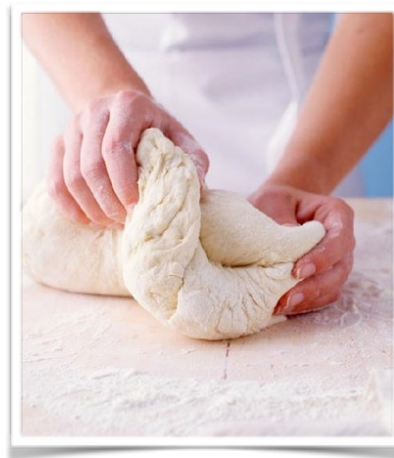
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IL GLUTINE



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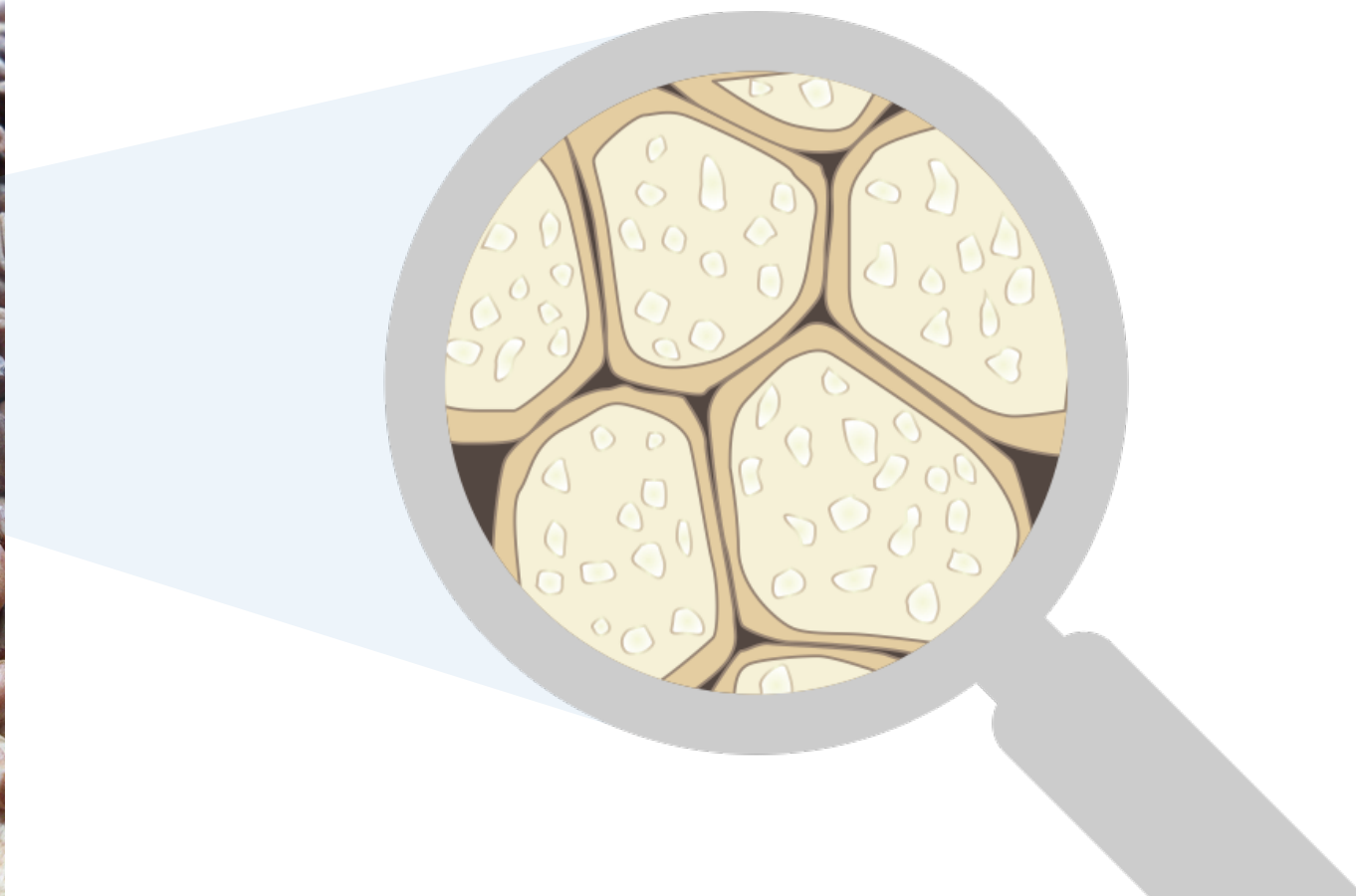
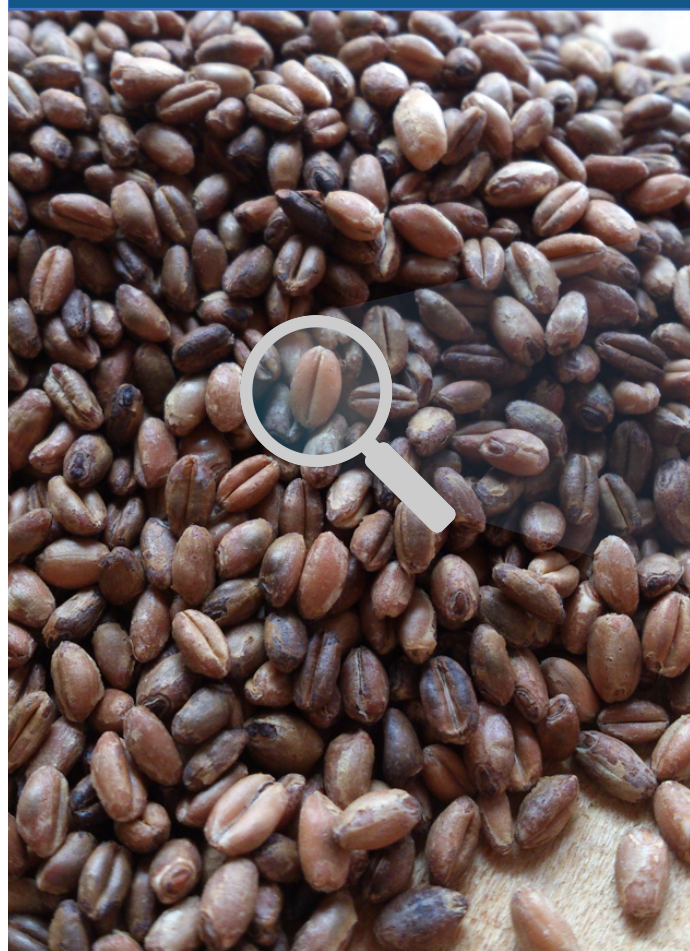


GLUTEN FRIENDLYTM L'INTUIZIONE



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GLUTEN FRIENDLY™, L'INTUIZIONE



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GLUTEN FRIENDLY™ I PRIMI ESPERIMENTI



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GLUTEN FRIENDLY™, I PRIMI ESPERIMENTI



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GLUTEN FRIENDLY™, I PRIMI ESPERIMENTI





GLUTEN FRIENDLY™ LE PROVE



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GLUTEN FRIENDLY™, LE PROVE



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IL BREVETTO



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Proposta



Cessione
a UNIFG



Deposito Brevetto

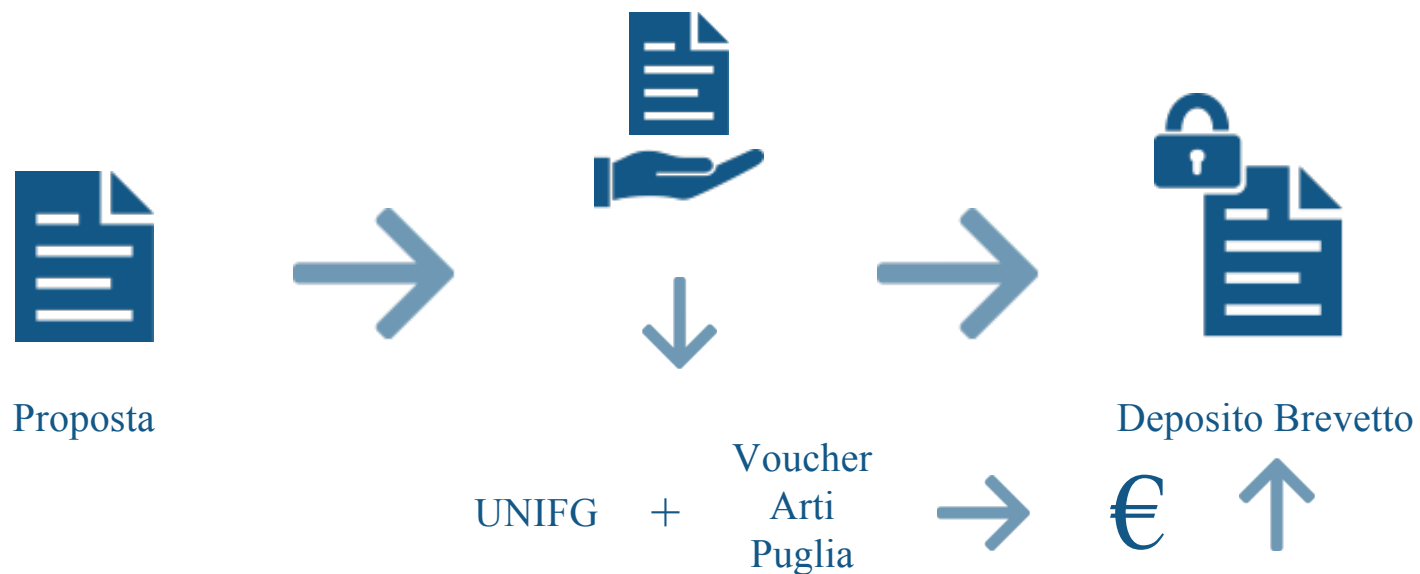
Rapporti di Ricerca

UIBM e PCT

“No Relevant Prior Art”



IL BREVETTO



UIBM

No Prior Arts



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PROOF OF CONCEPT + SCALE-UP



IL BREVETTO

- ✓ Una campagna di comunicazione
- ✓ La vittoria del prestigioso
- ✓ Contatti preliminari con aziende
- ✓ Lanciare un beauty contest



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IL BREVETTO

WORLDWIDE LICENSING PROGRAM

BASED ON NON EXCLUSIVE LICENSES

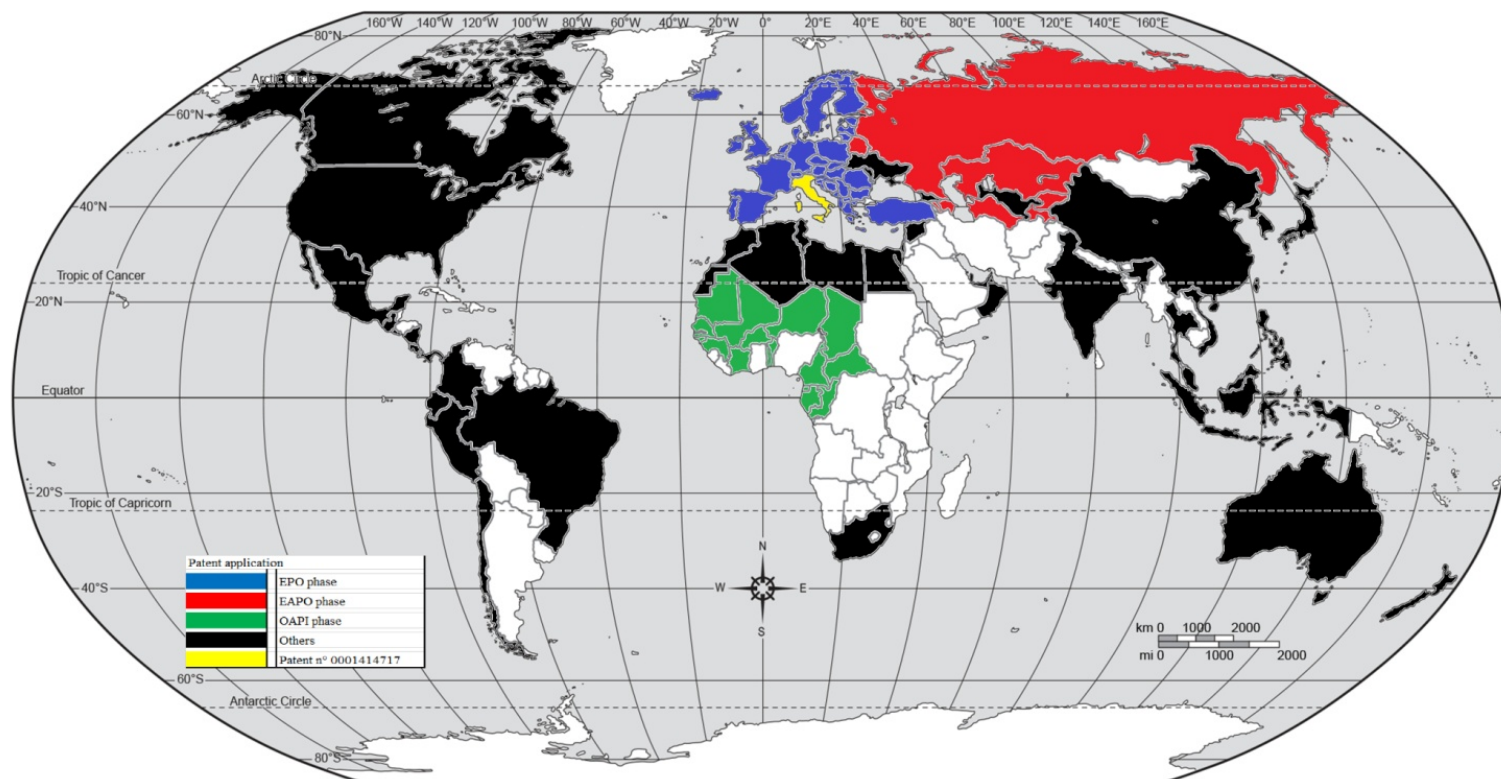
FATTORI CHIAVE

- »»» INTERNATIONAL TRADEMARK
- »»» PATENTED TECHNOLOGY
- »»» INDUSTRIAL KNOW-HOW
- »»» PRODUCTION RULES & GUIDELINES



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Famiglia brevettuale PCT -
WO2014053891 (A1) con
oltre 100 estensioni in tutto il
mondo, in via di concessione.





NEW GLUTEN WORLD,

TIMELINE OF MAIN INDUSTRIAL PARTNERSHIPS:

Industrial Partnerships with Bakery, Pasta, and Food manufacturing companies in Europe



1 YEAR

Consumer and Industrial European Partners Awareness Campaign

Industrial Partnerships with Bakery, Pasta and Food manufacturing companies in US, Australia and India



2 YEAR

PR Expansion

Industrial Partnerships with Major Worldwide Food manufacturing companies



3 YEAR

Consumer and Industrial Worldwide Partners Awareness Campaign



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IL PARTNER INDUSTRIALE



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IL PARTNER INDUSTRIALE



Gruppo Casillo → € 1.4 Milioni

- ✓ Investimento iniziale
- ✓ Aumento di Capitale Riservato
- ✓ Sovrapprezzo



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IL PARTNER INDUSTRIALE



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+ PREMI



GIORNATA NAZIONALE
DELL'INNOVAZIONE
20 SETTEMBRE 2016



GLOBALSOCIALVENTURE
COMPETITION



***La Puglia
che compete***



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+ PREMI



New Gluten World S.r.l.
Grant Agreement number : 732640

"A revolutionary, Safe and Cost-effective
Industrial Process for Gluten Detoxification in
Cereals"

SMEInst-07-2016-2017
Stimulating the innovation potential of SMEs
for sustainable and competitive agriculture,
forestry, agri-food and bio-based sectors



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LO STUDIO CLINICO



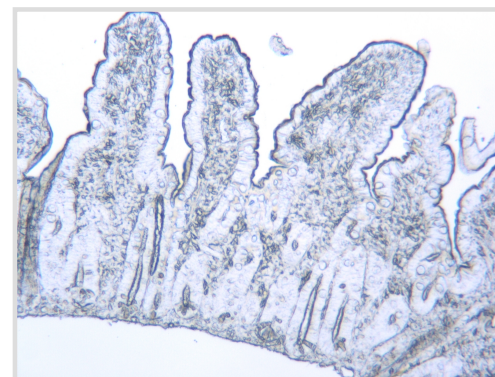
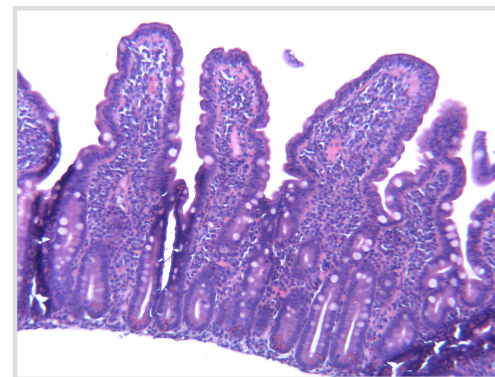
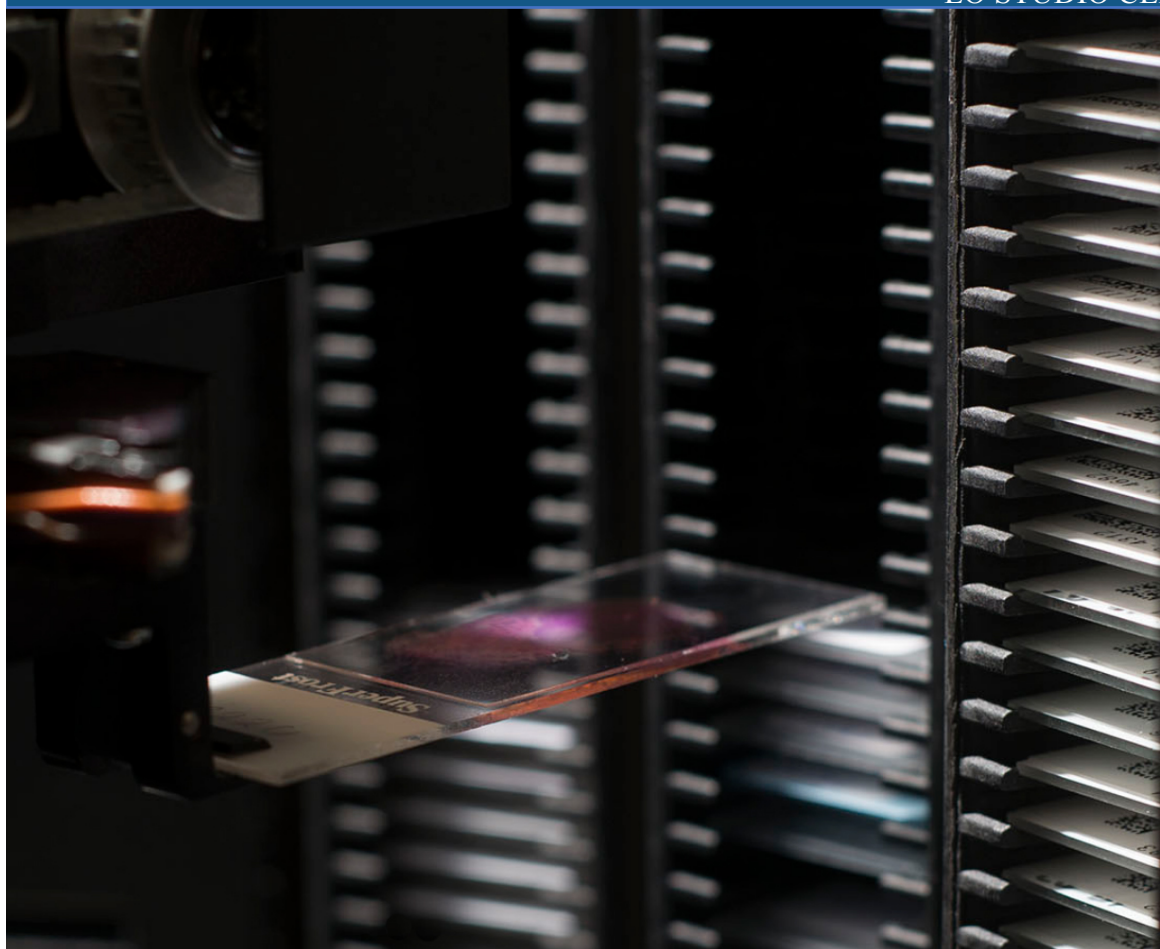
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LO STUDIO CLINICO



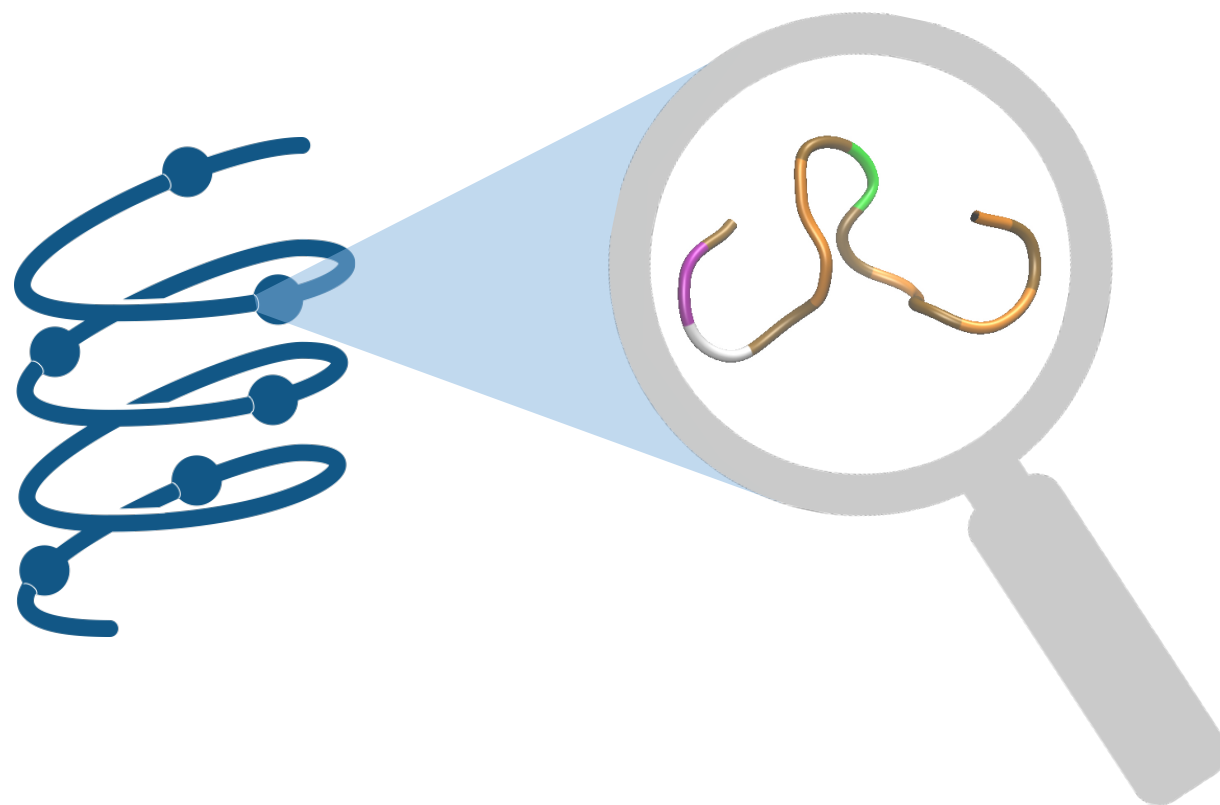
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LO STUDIO CLINICO



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Contents lists available at ScienceDirect

Food Chemistry

journal homepage: www.elsevier.com/locate/foodchem

FOOD
CHEMISTRY

Changes in wheat kernel proteins induced by microwave treatment

Carmela Lamacchia^{*}, Loretta Landriscina, Paola D'Agnello

Dipartimento di Scienze Agrarie, degli Alimenti e dell'Ambiente, Università degli Studi di Foggia, Via Napoli, 25, 71122 Foggia, Italy

ARTICLE INFO

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ABSTRACT

Wheat kernels were subjected to microwave treatment, exclusion high-performance liquid chromatography (SE-HPLC) and



frontiers
in Microbiology

ORIGINAL RESEARCH
published: xx September 2017
doi: 10.3389/fmicb.2017.01722



An *In Vitro* Fermentation Study on the Effects of Gluten Friendly™ Bread on Microbiota and Short Chain Fatty Acids of Fecal Samples from Healthy and Celiac Subjects

Adele Costabile¹, Triana Bergillos-Meca¹, Loretta Landriscina², Antonio Bevilacqua^{2*}, Isidro Gonzalez-Salvador¹, Maria R. Corbo², Leonardo Petrucci², Milena Sinigaglia² and Carmela Lamacchia^{2*}

¹ Health Science Research Centre, Department of Life Sciences, Whitelands College, University of Roehampton, London, United Kingdom, ² Department of Agriculture, Food and Environment Science, University of Foggia, Foggia, Italy

RESEARCH ARTICLE

Impact of Gluten-Friendly Bread on the Metabolism and Function of *In Vitro* Gut Microbiota in Healthy Human and Celiac Subjects

Antonio Bevilacqua¹, Adele Costabile^{2*}, Triana Bergillos-Meca², Isidro Gonzalez², Loretta Landriscina¹, Emanuela Ciuffreda¹, Paola D'Agnello¹, Maria Rosaria Corbo¹, Milena Sinigaglia¹, Carmela Lamacchia^{1*}

¹ Department of the Science of Agriculture, Food and Environment, University of Foggia, Via Foggia, Italy, ² Department of Food and Nutritional Sciences, The University of Reading, Reading, United Kingdom

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Gluten Friendly stimola la
produzione di muco

e funzioni di barriera nelle
cellule calice dell'intestino
umano





Celiachia

Morbo di Crohn

Colon Irritabile (IBD)

Colite Ulcerosa





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