



INDUSTRY NEWS > FOOD & LIFESTYLE

This ABQ brewery discovered a new market in selling gluten-removed beer

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Stephanie Guzman-Barrera

Reporter

Albuquerque Business First



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Chaya Barham, the operations manager at Red Door Brewing Co.

COURTESY CHAYA BARHAM

The gluten-free lifestyle may be known as more of a trend rather than an allergy.

For people who actually have celiac disease, being gluten-free means not being able to eat some of their favorite foods from pizza to bread, and even beer.

Those with celiac disease may opt to drink cider, the popular beverage now found at most breweries that's

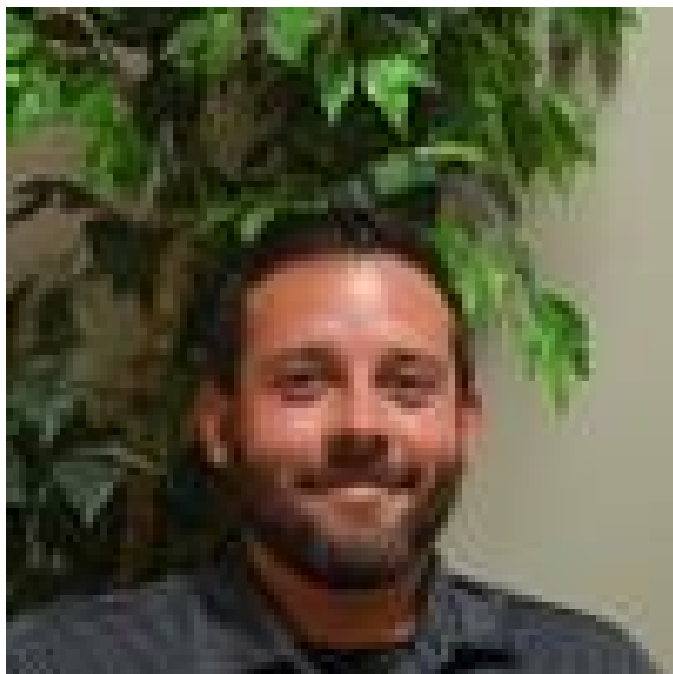
made of fermented apple juice. But for those who still want to drink beer, the options are limited.

That's why [Chaya Barham](#), the operations manager of Red Door Brewing Co., suggested the Albuquerque brewery try to create gluten-free beer. Brewers there opted to use a technique that creates gluten-removed beer.

Barham explains the process: Brewers typically use an enzyme during the fermentation process as a clarifying agent to clear out beer. More of the same enzyme is used to attach to gluten particles found in beer. The gluten particles then fall to the bottom with the yeast, and is funneled out of the beer.

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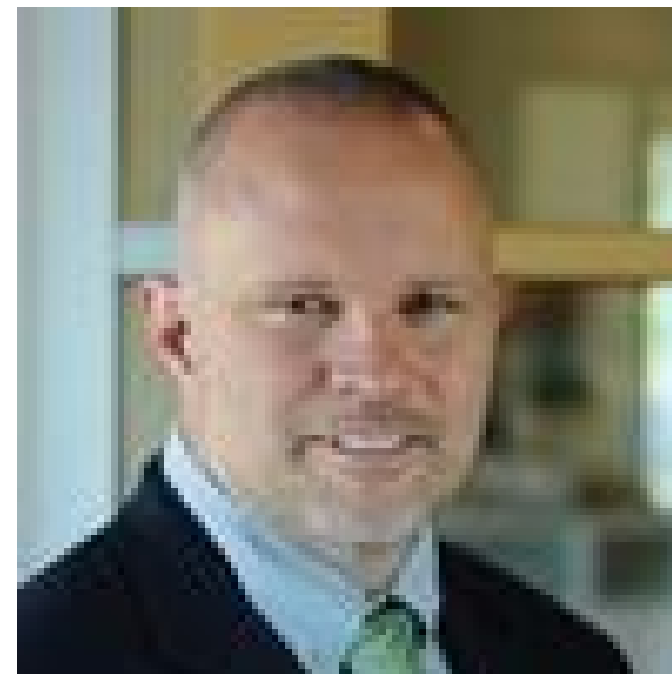
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While not all gluten particles are removed, Barham said a gluten test shows there is less than 10 parts per million in Red Door Brewing Co.'s batches.

Barham said it's safe for those with celiac disease to drink. And she would know, because Barham has a severe gluten allergy.

"I have no problem drinking it," Barham said. "We always make sure our customers know it was brewed with gluten, so we can't say it's gluten free. But that being said, we have several customers with celiac disease that have no issue consuming the gluten-removed beer."

She said Red Door Brewing Co. has been offering gluten-removed beer since January and has sold each batch made with no problem, showing there's demand for the product.

The Hartman Group, a tracker of food industry trends, said gluten-free products are expected to [grow beyond \\$2 billion](#) in the next few years. A Nielsen [report released](#) in January of 2015 reported millennials are leaders in the gluten-free movement. The market research company's survey found 31 percent of millennials are willing to pay a premium for gluten-free products.

