

New Beyond Celiac Trademark FAQs

Q: Why has the trademark changed?

A: The current version of the Beyond Celiac trademark has the words "Gluten-Free Certification Program" around the outer ring of the trademark. As BRCGS has changed the name of its gluten-free Standard to "Global Standard Gluten-Free", it was felt a change was necessary to avoid confusion. The new trademark will also contain a link to the Beyond Celiac website, which is more relevant to consumers than the link to the BRCGS website included in the current version.

Q: Can we continue using the old Beyond Celiac trademark on existing packaging?

A: Yes! Any labels which have been approved to use the old Beyond Celiac trademark may continue to do so indefinitely.

Q: When do I need to update my existing packaging to switch over to the new Beyond Celiac trademark?

A: BRCGS appreciates there is significant cost with changing packaging simply to update the trademark, so there is no defined date when packaging currently displaying the Beyond Celiac trademark must be changed. However, we would encourage you to switch to the new trademark when a routine label review results in the artwork changing for another reason, such as a label redesign, product formulation change, NFT change etc.

Q: When will the new Beyond Celiac trademark be released and artwork files made available?

A: January 20, 2025.

Q: Can I begin using the new Beyond Celiac trademark immediately?

A: Yes! From January 20, 2025 we will accept label approval submissions with the new Beyond Celiac trademark.

Q: When must new label approval submissions start using the new Beyond Celiac trademark?

A: Monday May 5, 2025. Any new label approval submissions must use the new Beyond Celiac trademark from this date. We will not accept any new submissions with the old Beyond Celiac trademark beyond this date.

Q: Where can I find the guidance on how to apply the new Beyond Celiac trademark correctly on my artwork?

A: Our Free-From Trademark Guideline will be updated with the new trademark and issued on January 20, 2025. You will be able to download a copy from the [Help & Guidance page of our website](#), or request a copy from brcgs.labels@lgcgroup.com from this date.

Q: I have more questions. Who can I contact?

A: Any questions about use of the new Beyond Celiac trademark can be directed to BRCGS via the brcgs.labels@lgcgroup.com mailbox. Beyond Celiac can be contacted via info@beyondceliac.org