There was a time, not that long ago, when people would just eat what they were given.

Bread and butter for you my Son! Eat!

EAT!

Thou shalt not eat Gluten if thou want to be trendy.

Oh no I can't eat that, I'm intolerant to Gluten.

But you weren't last week?

Since then, the number of self-diagnosed celiacs has risen dramatically.

But the kind of people who order a gluten-free, nut-free, dairy-free, tomato-sauce free, vegetarian steak sandwich...

My you ARE impressive

...can be hard to stomach.
And where does all this crying wolf end?

Nut-free? Yeah right. She had peanuts in her handbag last time!

Wimbledon?

THE END

*Note: Serena Williams is indeed severely allergic to peanuts. However she is also vegan, so she wouldn't have eaten the satay chicken and died...

IF YOU'RE NOT INTOLERANT... DON'T SAY SO.