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***Gluten is a Joke*: Bold New Satirical Documentary Takes on Gluten-Free Stereotypes with Humor, Heart, and Honesty**

CENTRAL FLORIDA - Award-winning filmmaker Robin Hofmann announces *Gluten is a Joke*, a bold satirical documentary filmed in Central Florida that tackles gluten-free stereotypes with humor, heart, and honesty before its Winter 2026 streaming release.

The film will make its public debut at an exclusive Red Carpet Premiere on Saturday, September 12, 2026, at the historic Ritz Theater in Sanford, Florida, where media, cast, filmmakers, and special guests will celebrate the film ahead of its streaming release.

Filmed entirely in Central Florida, *Gluten is a Joke* blends documentary storytelling with outrageous comedy, reenactments, stand-up performances, and thought-provoking sketches to explore how gluten intolerance and celiac disease have become misunderstood and often mocked in mainstream culture.

Featuring interviews with influencers, advocates, and medical professionals, the film examines the real world consequences of dismissing serious autoimmune and dietary conditions while reclaiming humor on behalf of the gluten-free community.

“We’re saying gluten has become a joke to the detriment of our community,” says writer/director Robin Hofmann. “So, we decided to flip the narrative. It *can* be funny, but not at our expense.”

Through a mix of satire and sincerity, *Gluten is a Joke* challenges misconceptions surrounding celiac disease and gluten sensitivity while celebrating the resilience and humor of those navigating life with chronic illness.

The film marks another powerful storytelling project from Hofmann, whose work consistently amplifies underrepresented voices and stories of human perseverance.

Robin Hofmann is an award-winning writer, director, and producer with a background in Psychology and 27 years of experience working with individuals with disabilities. She brings empathy, authenticity, and emotional depth to her storytelling. A 17-year celiac herself, Hofmann also brings deeply personal experience and insight to the film’s perspective.

About Hoffs’s Heart Productions

Hoffs’s Heart Productions is an independent film production company dedicated to amplifying underrepresented voices and celebrating the resilience of the human spirit. Founded by award-winning writer, director, and producer Robin Hofmann, the company creates documentaries and narrative films that blend authenticity, empathy, and cinematic storytelling to inspire meaningful conversations. The company is committed to telling stories that entertain, educate, and inspire while creating lasting social impact.

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Gluten is a Joke

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