



# Gluten-Free Trading Co. Customer Update

March 2002



Gluten-Free Trading Co. • 604A W Lincoln Ave • Milwaukee WI 53215 • 1-888-993-9933 • info@gluten-free.net

## 2 CELEBRATE OUR 2ND ANNIVERSARY BAGS PRETZELS DOLLARS



It's our 2nd Anniversary at Gluten-Free Trading Company and 2 celebrate we're featuring 2.65 ounce bags of Ener-G Pretzels at an incredibly low price: 2 bags for just \$2 (regularly \$1.49 each). Limit 20 bags per customer, please! Sale price will be honored until April 14, 2002.

## 2 NEW QUICK & EASY BARKAT LUNCH CUPS IN GREAT FLAVORS

Enjoy a tasty lunch in minutes with these new "Pot Meals" from Barkat. Each container contains rice, vegetables, and seasonings for a wheat-free, gluten-free, milk-free, egg-free meal that's easy to carry and store. Ideal for travelling or to keep in a desk drawer



in case something interferes with your lunch hour. Simply add boiling water, stir, and let the vegetables and rice absorb the water for 8 minutes. There's even a spoon inside! **Choose from two flavors:**

### 1 Rice & Tomato Pot Meal.

Ingredients: Rice (59%), vegetables (16%) (tomatoes, onions, carrots, leek), sugar, hydrogenated vegetable oil, salt, maltodextrin, tapioca starch, spices, anti-caking agent, yeast extract, garlic powder, favoring, flavor enhancers (E627 Disodium guanylate, sodium guanylate, E631 Disodium inosinate), vitamin C, niacin, zinc, iron, vitamin B6, vitamin B1, vitamin B12, rosemary extract.

**WF GF** ..... 2.5 oz (71 g) **\$2.49**

### 2 Mexican Rice Pot Meal.

Ingredients: Rice (62%), vegetables (16%) (red and white beans, onions, tomatoes, corn, leek, red bell peppers), hydrogenated vegetable oil, tapioca starch, yeast extract, salt, garlic powder, sugar, flavorings, spices, maltodextrin, flavor enhancers (E627 Disodium guanylate, sodium guanylate, E631 Disodium inosinate), vitamin C, niacin, zinc, iron, vitamin B6, vitamin B1, vitamin B12, rosemary extract.

**WF GF** ..... 2.75 oz (79 g) **\$2.49**

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## 2 EXCELLENT NEW GLUTEN-FREE BREAKFAST CEREALS

We're pleased to announce the arrival of 2 fun new gluten-free breakfast cereals for a sweet start to the day:

- 1 **Arrowhead Mills Sweetened Rice Flakes.** Packed with whole-grain goodness, this new lightly-sweetened rice flake cereal is made from organic rice with honey and organically-produced sweeteners (cane sugar and maple syrup). The delightful flavor will make this a morning favorite or a delicious snack any time of the day.

Ingredients: Brown rice, unbleached cane sugar, maple syrup, sea salt, honey, ascorbic acid (Vitamin C), Vitamin E (to preserve freshness).

**WF GF** ..... 12 oz box **\$4.19**

- 2 **New Morning Cocoa Crispy Rice.** Made with organic brown rice, this delicious cereal has the taste and crunch of Kellogg's Cocoa Krispies without the barley malt.

Ingredients: Organic brown rice flour, organic evaporated cane juice, cocoa powder (processed with alkali), natural flavors, natural caramel color, sea salt.

**WF GF** ..... 10 oz box **\$3.99**

### STORE & CATALOG HOURS (CENTRAL TIME)

**Monday** ..... Closed  
**Tues-Fri** ..... 10-1 & 2-7  
**Saturday** ..... 10:00-5:00  
**Sunday** ..... 11:00-4:00

# What is the GFCF Diet?

The GFCF diet is used primarily in the treatment of autism. GFCF stands for Gluten-Free, Casein-Free. Gluten is the protein found in wheat and related grains such as barley, kamut, rye, semolina, spelt (dinkel), triticale, and possibly oats. Casein is the protein found in milk and milk products such as butter, cheese, cream, ice cream, nonfat dry milk, yogurt, and whey. A GFCF diet avoids both groups of ingredients. (The GFCF diet is stricter than a lactose-free diet: in lactose-free diets, milk products treated with special lactase enzymes are usually permitted).

An autistic child may be unresponsive to other people, behave erratically, or communicate poorly. Many parents of autistic-spectrum children have found that behavior, continence, learning skills, and social skills improve significantly when the child follows a strict GFCF diet. Researchers in England, Norway, and Florida believe this is because partially-digested gluten and casein protein molecules enter the child's bloodstream and cause an opiate effect. Opiates are drugs, like morphine, which affect brain function. Some parents report that soy causes similar problems.

It has been observed that many autistic-spectrum children do not want to eat anything except foods that contain gluten and/or casein. Since opiates are highly addictive, it has been suggested that the child may actually be addicted to foods containing the offending proteins. At the start of a GFCF diet, many children go through withdrawal symptoms similar to those associated with opiate addiction. Once the child is on a strict GFCF diet, eating something that contains gluten or casein may cause the child to act as if he/she has been drugged.

The website <http://www.gfcfdiet.com> is a good starting point for more information about the GFCF diet. To read one family's account of their experiences with the diet, visit [http://www.advimoss.no/GFCF\\_results/default.htm](http://www.advimoss.no/GFCF_results/default.htm). The Milwaukee group for parents of GFCF kids generally meets on the last Sunday of each month at 6:00 pm at St Luke's Hospital Milwaukee, 2901 W Kinnickinnick Parkway, in Classroom 3 of Health Sciences Building #1. The next meeting will be March 24 at 6:00 pm. For more information contact Kelly Kozak at 414-571-7023.



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<http://www.gluten-free.net>

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## Dietary Specialties Chicken Nuggets

16.25 oz bag (approx 25 nuggets) \$9.89

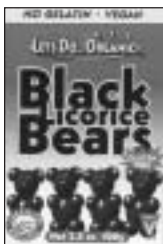


In response to numerous requests, we are very happy to announce the arrival of gluten-free, casein-free chicken nuggets! Fully cooked in soybean oil, they are ideal "finger food" for kids, teens, parties and more! Sorry, not shippable.

Ingredients: Chicken meat battered & breaded with: rice flour, water, yellow corn flour, salt, tapioca dextrin, corn starch, spices, onion powder, garlic powder, paprika, extractives of paprika & turmeric, natural flavor, autolyzed yeast, turmeric, beet powder, soybean oil, malic acid, lecithin, lemon oil.

## Let's Do Organic Licorice Bears

3.5 oz box \$2.49



Do you miss the taste of black licorice? Try these new licorice bears from the makers of Let's Do Gummy Bears! They're Gluten-Free, Milk-Free, and Vegan.

Ingredients: Corn malt syrup, dehydrated cane juice, beet syrup, licorice powder, agar agar, natural flavors, salt, carnauba wax, expeller-pressed sunflower oil.

## WI Statewide Celiac Meeting April 13

The Milwaukee Celiac Sprue Crew will host the more-or-less biennial All-Wisconsin Celiac Gathering on Saturday, April 13, 2002 beginning at 10:00 am at the Wisconsin State Fair Grounds in West Allis. The event will feature a lecture by Dr. Kenneth Fine of Baylor University (Texas). A gluten-free lunch will be catered in, and there will be a gluten-free food fair featuring sales and samples from Gluten-Free Trading Company and other leading vendors. Pre-registration is required by March 30th. For more information call 262-255-2793 or e-mail [mglange@execpc.com](mailto:mglange@execpc.com).

## Univ of Chicago Celiac Benefit April 20

The University of Chicago Celiac Disease Program will hold its Second Annual Gluten-Free Gourmet reception on Saturday, April 20, 2002 from 5:00 to 8:00 pm. The fundraiser will take place at the Gleacher Center in downtown Chicago and will feature elegant hors d'ouvres catered by Wolfgang Puck. Headed by Dr. Stefano Guandalini, the University of Chicago Celiac Disease Program is the first center in the Midwest dedicated exclusively to diagnosis and treatment of celiac condition.