



Gluten-Free Trading Co. Customer Update



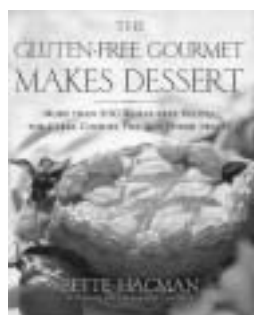
June 2002

Gluten-Free Goodness
from Around the World™

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

Just Published! The Gluten-Free Gourmet Makes Dessert

We've attended some gluten-free banquets recently, and we've noticed a pattern. The scene is a large room full of hungry celiacs. A talented chef goes to great lengths to create unique appetizers, mouthwatering starters, a memorable main



course and delicious side dishes. But what really generates the excitement is DESSERT! Seattle celiac Bette Hagman's series of Gluten-Free Gourmet cookbooks have always included exceptional dessert recipes. Now she has a new book devoted entirely to desserts—over 200 of them! This book covers a wide range, from standbys like

chocolate cake and rhubarb pie, to old-time favorites like peach pandowdy and apple spoon pudding, to sophisticated gourmet treats like biscotti and tiramisu. Many of the recipes are milk-free or include milk-free variations. There is even a whole section devoted to desserts that can be made without special ingredients! Regularly priced at \$29.00, through June 30 (or until we run out of copies), we offer this hard-cover book at a paperback price: just **\$19.00**.

Other Popular Bette Hagman Titles

Together, Bette Hagman's cookbooks have sold over 220,000 copies and established her as the leading expert in gluten-free cooking. There are four more books in the series:

The Gluten-Free Gourmet. Hagman's original cookbook is a must for everyone who cooks gluten-free. Completely revised and updated in 2000, it includes extensive information on the basics of the gluten-free diet as well as recipes for breakfast, lunch, supper, and dessert.

330 Pages (Softcover) **\$18.00**

More from the Gluten-Free Gourmet. The sequel to Hagman's first cookbook, this edition contains dozens more great recipes.

362 Pages (Softcover) **\$18.00**

The Gluten-Free Gourmet Cooks Fast & Healthy. Lighter recipes with an emphasis on great taste with less fat.

396 Pages (Softcover) **\$18.00**

The Gluten-Free Gourmet Bakes Bread. Probably no task is more difficult for the gluten-free cook than to make high quality bread. Hagman tackles this challenge with over 200 of the best GF bread recipes yet devised.

284 Pages **\$18.00**

Gluten-Free Baking by Rebecca Reilly

Inspired to create delectable treats for her own gluten-sensitive family, Cordon Bleu-trained chef Rebecca Reilly believes that eating should be a pleasure, no matter what your dietary issues are. In this book, she shares more than 125 recipes for sweet



and savory baked goods, from crispy cookies and tender muffins to elegant tartlets, quiches, and stunning layer cakes.

Baking without wheat can be tricky, but by using Reilly's detailed, step-by-step recipes, anyone will be able to turn out family-pleasing favorites.

240 Pages (Hardcover) **\$27.50**

New Products

Gluten-Free Trading Company continues to add more great gluten-free products. Here are a few of the newest:

EnviroKidz Koala Crisp

Now you can dig into the blissful taste of organic crunchy rice crisps covered with organic cocoa: this delicious cereal has been reformulated and is now gluten-free. A portion of the sales is donated to wildlife conservation groups around the world.



Ingredients: organic brown rice flour, organic evaporated cane juice, natural flavor, organic cocoa, organic molasses, sea salt. May contain traces of peanuts, tree nuts, or soy.

WF GF Kosher Parve..... 16 oz box **\$3.49**

Bearitos Taco Seasoning

The perfect blend of natural herbs and spices for flavorful, quick and easy tacos and tostadas. No MSG added. Suitable for vegetarians if prepared with beans instead of meat.



Ingredients: Dehydrated onion, spices (including chili peppers and paprika), salt, corn meal, dehydrated garlic, autolyzed yeast extract.

WF GF 1.4 oz packet **\$2.19**

STORE & CATALOG HOURS (CENTRAL TIME)

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

Three New Pastas from Orgran



Orgran Vegetable Rice Pasta (Spiral Twists)
Add a dash of color to your summer pasta salad with this delicious, versatile pasta made with the finest natural ingredients. Product of Australia.
Ingredients: Brown rice 94.3%, (spinach, beetroot, tomato) 5.7%, water added.

WF GF 8.8 oz bag **\$2.99**

Orgran Garlic & Parsley Pasta (Rice-Soy Spirals)

From "down under" in Australia comes this delicious, versatile pasta. It's high in protein: 24% protein to be exact.

Ingredients: Stonemilled rice, soy flour, garlic, parsley, water.

WF GF 8.8 oz bag **\$2.99**

Orgran Split Pea & Soya Pasta Shells

This is a small soup pasta with a formulation similar to Pappadini. It is suitable for vegetarians and rich in natural proteins.

Ingredients: Yellow split peas, soy flour, water.

WF GF Vegetarian 7 oz box **\$2.99**

New from Annie's

NEW! Annie's Naturals Organic Smokey Campfire Marinade



Porcini mushrooms and natural smoke flavor offer a deep, woody taste. Excellent for marinating meats and baking with chicken—a splash will bring a vegetable medley or pasta sauce to another level.

Ingredients: Water, sunflower or safflower oil, cider vinegar, tomatoes, sugar, porcini mushrooms, sea salt, garlic, cornstarch, cayenne pepper, xanthan gum, basil, oregano, natural smoke flavor, black pepper.

WF GF 12 fluid oz bottle **\$3.89**

NEW! Annie's Gardenstyle Dressing (Vinegar Free)

Fresh lettuce and a garden-ripe tomato will taste even better with this vinegar-free dressing.

Ingredients: Canola oil, water, roasted tomatoes, roasted zucchini, roasted red peppers, lemon juice, sea salt, garlic, onions, basil, xanthan gum, black pepper, parsley.

WF GF 8 fluid oz bottle **\$3.09**

Annie's Single-Serving Salad Dressing Packets are now available in 2 more flavors: Caesar, Cowgirl Ranch. 1.5 oz 69¢

Study Finds Celiacs Who Don't Cheat Live Longer

Enjoy a longer, healthier life! A recent study has found that people with celiac disease who follow a strict gluten-free diet might live longer than non-celiacs, and almost certainly live longer than celiacs who cheat. The study by Dr. Giovanni Corrado and his colleagues followed up on 1,072 Italian adults who were diagnosed with celiac disease between 1962 and 1994 and compared their mortality rates with the general Italian population. The findings were published in the respected British medical journal *The Lancet*.

Celiacs in the study were divided into two groups: *likely* and *not likely* to be following a strict gluten-free diet. There was good news for celiacs who follow the diet consistently: their mortality rate was *below* the national average! (Only 5 died, compared with the 10.5 that would have been expected for people in the same age groups). Celiacs who did not consistently follow the gluten-free diet paid a heavy price: their mortality rate was *six times* the national average. (The most common cause of death was Non-Hodgkin Lymphoma).

When combined with other recent discoveries, the study's findings provide important insights into the nature of the celiac condition. The genes associated with celiac condition give individuals an especially

strong immune system. This is an advantage when fighting off illnesses caused by viruses and bacteria. It probably helped our ancestors survive for many thousands of years before the invention of things we now take for granted—such as antibiotics, filtered water, sanitary sewer systems, and germ-killing methods of food preparation. But there is a catch! A couple of thousand years ago (long after the strong-immunity gene developed), wheat became a major food source. For some reason, the same immune system that is so good at fighting disease is also less discriminating: it can mistake the gluten proteins in wheat, rye, and barley for an invader. Ongoing gluten exposure can trigger active celiac disease, which if untreated can lead to a variety of other serious medical conditions.

That's why the typical rationalizations of weight-loss diet cheaters don't apply to celiacs. (Some common rationalizations are: "It's only a little bit," "I'll make up for it later," "It's a special occasion," and "It wouldn't be polite to say no."). Part of the gut's job is to screen out minute quantities of germs that might be present in food or water. In the celiac gut, even a few parts per million of gluten can provoke a reaction, putting the celiac's strong immune system into overdrive. Avoiding gluten allows the immune system to work properly.

Michigan GF Food Fair to Be Held June 8

Gluten-Free Trading Company is packing up the van and heading for the Detroit area and Tri-County Celiac Support Group's annual Gluten-Free Food Fair. This year's event will be held Saturday, June 8, 2002 from 10:00am to 2:00pm at Southfield Presbyterian Church, 21575 W. Ten Mile Road in Southfield, Michigan. In addition to us, there will be a number of other gluten-free vendors with samples and wares to sell. We hope to see you there!

Family Fun Day August 24 In Chicago

Save the Date! The University of Chicago Celiac Disease Program will sponsor the Second Annual Family Fun Day on August 24, 2002 at the Chicago Children's Museum. Kids can share the day with other celiacs. A variety of fun activities are being planned. Details were not available at press time—watch this space for further information.

I-94 Construction Almost Done

Resurfacing of the pavements and ramps on highway I-94 near our store in Milwaukee has progressed rapidly. The work should be finished by the time this newsletter reaches you.

Ben's Friends Summer Camp Begins August 6

Friends of Celiac Disease Research has announced its second annual summer camp for children with celiac disease. Ben's Friends Camp 2002 will take place August 6th to 9th in a beautiful wooded setting at Camp Courage near Maple Lake, Minnesota. The focus of this camp is to provide a well-monitored situation where children with celiac disease and their siblings (ages 8-17) can enjoy a real summer camp experience.

Children will be able to enjoy a variety of age-appropriate recreational activities such as swimming, water-skiing, tubing, canoeing, sailing, fishing, nature hikes, and wagon rides. Weather permitting, an overnight campout will take place, which will include a good old-fashioned gluten-free meal served fireside.

Reservations are on a first come, first serve basis and are expected to fill up quickly. The fee is \$250.00 per camper with full payment due upon registration. For more information contact Dana Tehako-Esser, Executive Director of Friends of Celiac Disease Research, at 414-540-6679 or e-mail at friends@aero.net. Please include the words "Ben's Friends Camp 2002" in the subject line. Happy Gluten-Free Camping!