



Gluten-Free Trading Co. Customer Update July 2002



Presenting A World
Without Gluten™

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

For Summer Barbecues



Saz's Barbecue Sauces
All Varieties \$2.39
18 Oz Bottle - Regularly \$2.89

Saz's Restaurant never set out to create a gluten-free barbecue sauce. It just turned out that way! When the Wauwatosa, Wisconsin restaurant started bottling their award-winning sauce, someone asked if it was gluten-free. They checked. It is. And now it says so right on the label! There are three delicious fat-free varieties, all at special savings:

① **Saz's Original Barbecue Sauce**

The original award-winning recipe.
Ingredients: Water, sugar, tomato paste, GF distilled vinegar, lemon juice, brown sugar, corn syrup, GF modified food starch, natural flavor, spices, dehydrated garlic, dehydrated onion.

② **Saz's Sassy Barbecue Sauce**

A medium-spicy sauce, made with a hint of jalapeño pepper.
Ingredients: Water, sugar, tomato paste, GF distilled vinegar, lemon juice, brown sugar, corn syrup, GF modified food starch, jalapeño peppers, natural flavor, spices, dehydrated garlic, dehydrated onion.

③ **Saz's Vidalia Onion Cooking Sauce**

This versatile fat-free sauce is made with real Vidalia® onions, the famous sweet onions grown in Vidalia County, Georgia. It's great on hamburgers, meatloaf, or used as a dipping sauce for appetizers.
Ingredients: Water, sugar, tomato paste, GF distilled vinegar, Vidalia onions, corn syrup, salt, GF modified food starch, lemon juice concentrate, dried onion, natural flavor, hickory smoke flavor, potassium sorbate (to protect freshness), natural spices, dried garlic.

WF GF Fat Free **SALE! \$2.39 (regularly \$2.89)**

For Zucchini Bread



GF Pantry Spice Cake & Gingerbread Mix \$3.49
14 Oz Bag - Regularly \$4.49



It can show up anywhere. In brown paper bags left on porches in the middle of the night. In big cardboard boxes on the break room tables of factories and offices. Sometimes it even turns up inside newspaper boxes. It's zucchini, and this time of year, chances are you're either a grower or a recipient of someone else's overabundance. So make the best of it: Make some delicious gluten-free zucchini bread with this versatile mix! Here's the recipe:

Zucchini Applesauce Spice Cake

- 1 bag (14 oz.) Gluten-Free Pantry Spice Cake Mix
- 1 egg plus 1 white, beaten
- 1/3 cup vegetable oil
- 3/4 cup (scant) unsweetened applesauce
- 1 cup (scant) grated zucchini, undrained

Preheat oven to 350° F. Combine all ingredients. Pour into a lightly oiled 9-x-5-inch loaf pan. Bake 45 minutes. Cool in pan for 10 min. Turn onto wire rack and cool completely. Slice and enjoy.

Hint: For carrot cake, use grated carrots instead of zucchini!

Mix Ingredients: Rice flour, granulated sugar, potato starch, brown sugar, tapioca flour, baking soda, spices (cinnamon, ginger, nutmeg, cloves), salt, xanthan gum.

WF GF Kosher (Dairy) **SALE! \$3.49 (regularly \$4.49)**

A Few Words About Foreign Dating

No, we're not trying to set you up with someone from overseas. But we would like to try to clear up some confusion about the expiration dates on products imported from Europe.

In the United States, it's customary to write dates in the format Month-Day-Year; for example 07-04-02 means July 4th, 2002. In Europe, the customary format is Day-Month-Year, so the Fourth of July 2002 is written 04-07-02. It's not hard to understand the logic: the smallest unit of time is first, and the largest is last. But for Americans it is easy to look at 04-07-02 and think it means April 7th 2002. Misreading the format can create the false impression that a fresh product is outdated, or (very rarely, we hope) that an outdated product is fresh.

A quirk particularly associated with British products is the phrase "BEST BEFORE END", for example "BEST BEFORE END 07 02". This literally means that the product should be used by the 31st of July 2002—the end of the month.

There is a distinction between "BEST BEFORE" dates and "SELL BY" dates. "SELL BY" dates are generally found on fresh meat and dairy products, which may begin to spoil shortly after the indicated date. The phrase "BEST BEFORE" is usually found on dry goods such as cookies, baking mixes, and processed foods that are canned, bottled or frozen. "BEST BEFORE" indicates approximately when the product's taste or color may begin to decline, but if properly stored these products are generally safe to eat long after the BEST BEFORE date has passed.



These cookies will taste best if they are eaten before the 22nd of October 2002.

New! Gourmet Cake Mixes from Dowd & Rogers



Rivaling the quality of the best wheat-based cake mixes, these new products from Dowd & Rogers are made with a unique blend of all-natural ingredients. The recipe includes fine rice flour, silky-smooth tapioca flour, and an innovative gourmet twist: Italian chestnut flour! Each package makes a single layer 9 inch round cake. There are three varieties to choose from:

① **Dark Vanilla Cake Mix.** (14 oz.)

A wonderfully moist cake mix with pure natural vanilla powder. Sprinkle on some powdered sugar or serve with a scoop of vanilla bean ice cream. Also delicious with icing or fresh raspberry sauce.

Ingredients: Pure Cane Sugar, Gourmet Flour Blend (Fine White Rice Flour, Italian Chestnut Flour, Tapioca Flour), Cultured Buttermilk, Pure Vanilla Powder, Aluminum Free Baking Powder, Salt, Xanthan Gum, Baking Soda.

② **Dutch Chocolate Cake Mix** (15.8 oz.)

A tender and flavorful cake made with imported Dutch cocoa and finished with a light touch of pure vanilla powder. Scrumptious without frosting and simply irresistible with frosting.

Ingredients: Pure Cane Sugar, Gourmet Flour Blend (Fine White Rice Flour, Italian Chestnut Flour, Tapioca Flour), Cultured Buttermilk, Imported Dutch Cocoa (alkalized), Baking Soda, Pure Vanilla Powder, Salt, Xanthan Gum, Aluminum Free Baking Powder.

③ **Golden Lemon Cake Mix.** (14 oz.)

Features pure lemon oil with hints of lime oil and bergamot oil. Not too much to overpower the palate but just enough to accommodate your favorite homemade lemon icing or glaze.

Ingredients: Pure Cane Sugar, Gourmet Flour Blend (Fine White Rice Flour, Italian Chestnut Flour, Tapioca Flour), Cultured Buttermilk, Natural Lemon Flavor Powder, Aluminum Free Baking Powder, Salt, Xanthan Gum, Baking Soda.

WF GF **\$5.39**

Popular Sweet Has New Recipe

Heaven Scent Crispy Rice & Marshmallow Bars are a popular treat in our snack section. The recipe has changed: while the bars are still free of gelatin, they now contain egg whites (therefore they are no longer vegan). There are three varieties:

Crispy Rice & Marshmallow Bar.

Ingredients: Rice, cane juice, egg whites, water, tapioca flour, natural flavors, pectin, locust bean gum.

Crispy Rice & Marshmallow Bar - Chocolate Chip.

Ingredients: Rice, cane juice, egg whites, water, tapioca flour, chocolate (dried cane juice and unsulfured molasses, fractionated palm kernel oil, cocoa powder, soy lecithin, vanilla), natural flavors, pectin, locust bean gum.

Crispy Rice & Marshmallow Bar Boosted with Soy Protein.

Made from all-natural ingredients, this low-fat, low-sodium snack has 7 grams of protein per bar.

Ingredients: Rice, cane juice, egg whites, soy protein isolate, water, tapioca flour, natural flavors, pectin, locust bean gum.

WF GF Kosher (Dairy) 2 oz bar **\$1.59**

STORE & CATALOG HOURS (CENTRAL TIME)

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

Think Big!

Mixes & GF Flours in Larger Sizes

By customer request, we have started stocking 5.5 pound bags of gluten-free flour. We are also offering two of the most popular Gluten Free Pantry mixes in money-saving five-pound (80 oz) bags.



El Peto White Rice Flour

Ingredient: White rice.

WF GF 5.5 pound (2.5 kg) bag **\$9.89**

El Peto Brown Rice Flour

Ingredient: Brown Rice.

WF GF 5.5 pound (2.5 kg) bag **\$10.49**

El Peto Tapioca Starch/Flour

Ingredient: Tapioca.

WF GF 5.5 pound (2.5 kg) bag **\$12.49**

Gluten-Free Pantry Old-Fashioned Cake & Cookie Mix.

Ingredients: Rice flour, potato starch, sugar, gluten-free baking powder (sodium acid pyrophosphate, sodium bicarbonate, monocalcium phosphate), baking soda, xanthan gum, salt. WF GF Kosher (Dairy)

Regular Size 25 oz bag **\$4.49**

Economy Size **5 lb bag \$12.89**

Gluten-Free Pantry Favorite Sandwich Bread Mix

Ingredients: Brown rice flour, rice flour, corn starch, potato starch, powdered skim milk, whey, brown sugar, granulated sugar, guar gum, salt. Regular size includes gluten-free yeast, economy size does not. WF GF Kosher (Dairy)

Regular Size 22 oz **\$5.19**

Economy Size **5 lb bag \$12.99**

Dress Your Summertime Greens



Annie's Organic Red Wine & Olive Oil Vinaigrette

Fresh locally-grown lettuce and vine-ripe tomatoes will soon be making their way to a salad bowl near you. Enjoy them even more with this gourmet light vinaigrette made with extra-virgin olive oil (not canola).

Ingredients: Extra-virgin olive oil, water, soy oil, red wine vinegar, sea salt, lemon juice, onion powder, mustard, celery seed, garlic powder, green tea, onion, black pepper.

WF GF No Added Sweetener 8 oz bottle **\$3.09**

Try Pumpkorn

Don't let the zany packaging fool you: this "alternative snack food" is healthy as well as fun. It's made from roasted pumpkin seeds flavored with wheat-free soy sauce and other seasonings. We stock three varieties:

① **Original:** Pumpkin seeds, Organic wheat-free reduced-sodium tamari (whole soybeans, salt), garlic, spices, natural vitamin E.

② **Mildly Original:** Pumpkin seeds, Organic wheat-free reduced-sodium tamari (whole soybeans, salt), garlic, spices, natural vitamin E.

③ **Chili:** Pumpkin seeds; organic wheat-free reduced-sodium tamari, (whole soybeans, salt) garlic, spices, natural vitamin E.

WF GF 2.75 oz packet **\$1.89**



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