



Gluten-Free Trading Co.

Customer Update

January 2003



2003: New Year
New Products

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Special Introductory Price

Ener-G Sesame Pretzels \$1.29

2.65 oz Bag - Regularly \$1.69

To celebrate the new year, this month we're featuring many new products. Let's begin with one that's sure to be a hit: Sesame Pretzel Rings from Ener-G foods. These pretzels have the same satisfying crunch as Ener-G's regular pretzels, plus the wholesome savory flavor of whole sesame seeds. We're introducing this great new item at an exceptional value price—while supplies last.

Ingredients: Corn starch, sesame seeds, palm oil, soy flour, salt, sugar, baking powder (ammonium bicarbonate, sodium bicarbonate), sodium carboxymethylcellulose, yeast, soy lecithin (emulsifier), soda.

WF GF Milk Free Egg Free 2.65 oz bag SALE \$1.29

New Dakota Lakes Gourmet Coating



In Wisconsin, the words "Friday" and "Fish Fry" are pretty much inseparable. Now there's an easy-to-use coating blend for everyone who's been missing the tradition! Whether you prefer to bake, grill, pan fry, or deep fry, this all-purpose coating can be used for fish, chicken, pork chops, burgers, wild game, onion rings, and vegetables such as mushrooms or zucchini.

Ingredients: Rice flour, non-iodized salt, tapioca dextrin, dehydrated onion, spices, dehydrated bell pepper, garlic powder, paprika, parsley flakes, malic acid, dehydrated lemon peel, chili pepper, beet powder, lecithin, extractives of paprika, tumeric & lemon oil, extractives of black pepper, extractives of tumeric, with not more than 2% silicon dioxide added to prevent caking.

WF GF Fat Free 6 oz box \$2.69

New Snack Bars from EnjoyLife Foods

A healthy breakfast or satisfying snack, these bars are like a granola bar, only better (and oat-free). The bars are fortified with key vitamins and minerals, low in fat, cholesterol-free, and contain 138 milligrams of Omega 3s per bar. They are free of most common allergens including wheat, gluten, soy, and nuts. There are two great flavors:

1 Cranberry

Ingredients: Rice Flakes; Brown Rice Syrup; Cranberry; Honey; Grape, Apple, & Pear Juice Concentrates; Natural Dextrin; Sunflower Seeds; Quinoa Seed; Sesame Seed; Rice Protein; Flax Powder; Puffed Amaranth; Rosemary Extract; Xanthan Gum. Vitamins & Minerals: Calcium; Magnesium; Niacin (Vitamin B3); Zinc; Iron; Vitamin B6; Riboflavin (Vitamin B2); Thiamin (Vitamin B1); Folate; Vitamin B12.

2 Apple Cinnamon

Ingredients: Rice Flakes; Brown Rice Syrup; Dried Apple; Honey; Grape, Apple, & Pear Juice Concentrates; Natural Dextrin; Sunflower Seeds; Quinoa Seed; Sesame Seed; Rice Protein; Flax Powder; Puffed Amaranth; Cinnamon; Rosemary Extract; Xanthan Gum. Vitamins & Minerals: Calcium; Magnesium; Niacin (Vitamin B3); Zinc; Iron; Vitamin B6; Riboflavin (Vitamin B2); Thiamin (Vitamin B1); Folate; Vitamin B12.

WF GF Soy Free Nut Free 1.7 oz bars \$1.99

Delicious New GFCF Cookies from Aunt Candice Foods



Aunt Candice is a real person. She lives in Oregon and has always enjoyed baking from scratch. When a special little boy in her life was diagnosed with autism, she began working to create cookies free of gluten and casein. The results were so tasty that people asked to buy the cookies, so she started Candice Foods to produce them commercially.

These all-natural, ready-to-eat cookies are free of gluten, wheat, milk products, casein, corn, soy, and tree nuts. They're made without hydrogenated fats and contain no artificial colorings, flavorings, or preservatives. They come in three flavors, plus a variety pack:

1 Chocolate Chip Cookies

Ingredients: Gluten-free flour mix (white rice flour, potato starch, tapioca flour), brown sugar, canola oil, chocolate chips (sugar, chocolate liquor, cocoa butter non-dairy), eggs, xanthan gum, brown rice syrup, grape juice extract, salt, baking soda.

2 Sugar Cookies

Ingredients: Gluten-free flour mix (white rice flour, potato starch, tapioca flour), brown sugar, canola oil, eggs, brown rice syrup, grape juice extract, xanthan gum, salt, baking soda.

3 Sweet Lemon Cookies

Ingredients: Gluten-free flour mix (white rice flour, potato starch, tapioca flour), brown sugar, canola oil, chocolate chips (sugar, chocolate liquor, cocoa butter non-dairy), eggs, xanthan gum, alcohol free lemon oil.

4 Variety Pack

Ingredients: Gluten-free flour mix (white rice flour, potato starch, tapioca flour), brown sugar, canola oil, chocolate chips (sugar, chocolate liquor, cocoa butter non-dairy), eggs, xanthan gum, brown rice syrup, grape juice extract, salt, baking soda, alcohol free lemon oil.

WF GF Casein Free Corn Free Soy Free Tree Nut Free

Exact price not available at press time. 10 oz boxes about \$5.00

A New Building For Gluten-Free Trading Company

The owners of Gluten-Free Trading Company have purchased a new building for the store. The site is at the corner of Chase Avenue (Hwy 38) and Oklahoma Avenue in Milwaukee, about 2 miles south of the existing location. The building was formerly occupied by First Credit Union and is next door to Taqueria Azteca, an exceptional Mexican restaurant that offers several gluten-free items. *Renovations are just getting started, and we anticipate moving in the late spring.*

The new building is quite a bit larger than our current one, and we are looking forward to having more space! Local customers will enjoy an expanded selection of frozen foods, and we'll be able to serve our mail order customers better, too.

Information on the status of our renovations will be published in this newsletter and on our website. While work on the new site progresses, we look forward to serving you from our existing location on Lincoln Avenue.

STORE & CATALOG HOURS (CST)

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

Was John F. Kennedy A Celiac??



JFK worked hard to portray an image of robust health. Source: US National Archives & Records Administration

"Ich bin ein Berliner" (I am a Berliner) said John F. Kennedy in one of the most memorable speeches of his presidency. And if he had known it at the time, perhaps he could also have added, "...mit Zöliakie" (with celiac disease). Today the Cold War is over, the Berlin Wall is gone, Germany is reunified, and the Irish-American leader's expression of solidarity is remembered as a turning point in history. And while the White House of the early 1960s did its best to portray JFK as a man of tremendous vigor, newly-released information about his medical history shows that in fact he had a number of serious medical problems. "Review of this medical history raises the possibility that JFK had celiac disease," according to Dr. Peter H.R. Green, Director of the Celiac Disease Center at Columbia University, writing in a letter to the History News Network.

The revelations about JFK's medical history appeared in an article by historian Robert Dallek in the December 2002 issue of *Atlantic Monthly* and a related *New York Times* article. Previously-sealed medical records reviewed by Dallek and physician Jeffrey Kleman show that Kennedy began to experience serious intestinal problems in 1930, when he was 13 years old. Dallek writes, "Jack was afflicted with an undiagnosed illness that restricted his activities. From October to December he lost four to six pounds, felt 'pretty tired' and did not grow." The records show that in April 1931 Kennedy collapsed with abdominal pains. He continued to experience chronic abdominal discomfort, fatigue, pain in the knees, and weight loss, culminating with a month-long stay at the Mayo Clinic in June 1934. Doctors at Mayo diagnosed his condition somewhat vaguely as colitis, which today would be called irritable bowel syndrome. In a letter to a friend Kennedy wrote, "Nobody able to figure what's wrong with me. All they do is talk about what an interesting case."

To treat Kennedy's intestinal symptoms, it appears that as early as 1937 he began taking corticosteroids, which at the time were an experimental "wonder drug" prescribed for a wide variety of ailments (Prednisone is a modern corticosteroid). By 1940, and possibly as early as 1938, Kennedy was also experiencing chronic back pain. As Dallek notes, this problem was almost certainly made worse by the corticosteroids—the drugs are now known to cause osteoporosis (thinning and weakening of the bones). But if the underlying cause



Aboard PT 106 in 1943, Lieutenant John F. Kennedy looks muscular but skinny. Source: US National Archives & Records Administration

of Kennedy's intestinal trouble was indeed celiac disease, corticosteroids might not have been only culprit: the damage that celiac disease causes in the small intestine can interfere with the absorption of calcium and other nutrients essential for healthy bones. Kennedy's spine took further abuse when his patrol boat came under enemy attack during World War II. Back problems—and failed attempts to cure them—would continue to plague Kennedy for the rest of his life.

While in England in 1947, Kennedy was hospitalized and diagnosed with Addison's Disease, a rare disorder that occurs when the adrenal glands do not produce enough of the hormones cortisol and aldosterone. The disease is characterized by weight loss, muscle weakness, fatigue, low blood pressure, and sometimes darkening of the skin, and can be life-threatening if not properly treated. Addison's Disease and celiac disease are both autoimmune diseases. Although

the exact nature of the connection is not well understood, the National Institute of Health Digestive Diseases Clearinghouse has concluded that, "people with celiac disease tend to have other autoimmune diseases as well."

During the 1950s and prior to his assassination in 1963, Kennedy developed additional symptoms that could be consistent with a diagnosis of celiac disease, including migraine headaches, repeated bouts of diarrhea, weight loss, arthritis, and food allergies. Dallek also discovered that Kennedy may have been treated for depression, which can be both a symptom of celiac disease and a side effect of corticosteroids. Meanwhile, the osteoporosis in his back continued to worsen: Dallek found that during much of 1961 JFK received multiple anaesthetic injections each day to numb the pain.



Kennedy sits in a rocking chair at a 1963 Oval Office meeting with General Lucius Clay and David Bell. JFK's back might be bothering him: he's sitting on two thick pillows. Source: US National Archives & Records Admin.

Noting the high prevalence of celiac disease in Ireland, Dr. Green summarizes the situation as follows, "Kennedy's Irish heritage, long duration of gastrointestinal complaints (since childhood), diagnosis of irritable bowel syndrome and migraine, presence of severe osteoporosis, and the development of Addison's disease all lead to a presumptive diagnosis of celiac disease." Green suggests that since celiac disease is genetic, other members of the Kennedy family should be tested for it.

Dallek found that stoicism and a sense of humor helped Kennedy get through his medical problems. Yet the problems clearly took a toll on JFK: as the *New York Times* noted, "In one of his most famous epigrams, Kennedy declared in 1962, 'Life is unfair,' Most citations omit the words that followed, 'Some people are sick and others are well.'" But perhaps most unfair all: a simple change of diet might have made a big difference in Kennedy's life.

Schär Crackers Have New Recipe

Schär crackers are a classic snack. Now the crackers have a new formula made with potato, rice and corn for a light, wholesome taste. The format has also changed: they are now saltine-sized rectangles packed in trays in a 7 ounce packet (the crackers used to be loose in bags).



New Ingredients: potato starch, rice flour, eggs, vegetable fat, modified maize starch, dextrose, yeast, salt, hydroxy propyl methyl cellulose(E-464), raising agents: ammonium hydrogen carbonate, sodium hydrogen carbonate and monopotassium tartrate.

WF GF 5 oz box **\$3.89**

New Running Rabbit Red Licorice

We have received many requests for a gluten-free red licorice, and we're pleased to be able to answer them now. Running Rabbit is chewy red licorice bits in the shape of—you guessed it—running rabbits, flavored with raspberry and a hint of licorice.

Ingredients: Corn syrup, turbinado sugar, corn starch, dextrose, licorice root extract, tapioca dextrin, citric acid, color added (red cabbage extract), natural flavor, separating agents (mineral oil and bees wax).

WF GF 5 oz packet **\$3.89**

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