



Gluten-Free Trading Co. Customer Update March 2003



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

It's Our 3rd Anniversary!

To celebrate the occasion we're offering 3 kinds of delicious Schär cookies at a very special price: just \$3.33 per package!



1 Schär Frollini. These delicious gluten-free, milk-free shortbread cookies have a touch of honey that makes them perfect for a light breakfast or snack.

Ingredients: corn (maize) flour, sugar, vegetable margarine, eggs 9%, potato starch, honey 2%, modified corn (maize) starch, raising agent: ammonium hydrogen carbonate and sodium hydrogen carbonate, salt, dextrose, flavoring

WF GF Milk-Free Kosher 7 oz Bag ~~\$3.99~~ **SALE \$3.33**



2 Schär Chocolate Covered Biscotti. These egg-free cookie squares are topped with a thick layer of rich chocolate.

Ingredients: Corn (maize) starch, corn (maize) flour, chocolate glaze 16% min., vegetable fat, tapioca starch, sugar, soy flour, whey powder, raising agent: ammonium hydrogen carbonate and sodium hydrogen carbonate, salt, thickener: guar gum, flavoring.

WF GF Egg-Free Kosher 15.3 oz package ~~\$3.99~~ **SALE \$3.33**



3 Schär Cioccolini (ceo-cho-LEE-nee). These crispy cookies have a delicious filling of cocoa creme and finely ground hazelnuts.

Ingredients: cocoa creme 27% (sugar, vegetable fat, defatted cocoa powder 15.6%, hazelnuts, skimmed milk powder, hydrogenated vegetable fat, emulsifier: soya lecithin, flavoring), corn (maize) flour, palm fat, corn (maize) starch, sugar, glucose syrup, egg, whey powder, skimmed milk powder, mono- and diglycerides (emulsifier E-471), raising agent: sodium hydrogen carbonate and ammonium hydrogen carbonate, salt.

WF GF Kosher 7 oz Bag ~~\$3.99~~ **SALE \$3.33**

New! Schär Biscottini



These tiny cookies are fun for children and nice for dunking in coffee.

Ingredients: rice flour, corn (maize) starch, sugar, vegetable margarine, glucose syrup, chicory fibre (inulin) 2.4%, eggs, whey powder, modified corn (maize) starch, milk protein, mono- and diglycerides (emulsifier E-471), salt, raising agent: sodium hydrogen carbonate and ammonium hydrogen carbonate, flavor.

WF GF Kosher 7 oz package **\$3.89**

New! Lundberg Rice Chips



Coming in somewhere between a tortilla chip and a rice cracker, these crunchy snacks made with wholesome brown rice and organic corn flour are definitely worth a try! Recently, three guests devoured 2 full bags of them in about 5 minutes. Choose from four delicious varieties:

- 1 Sea Salt.** A classic chip with sea salt and a hint of sesame.
Ingredients: Brown rice, pregelatinized rice flour, rice flour, organic masa corn flour, high oleic expeller-pressed safflower or sunflower oil, modified food starch, organic sesame seeds, sea salt, natural caramel color.
- 2 Sesame & Seaweed.** A savory chip with the exotic tastes of Asia: sesame, ginger, and nori.
Ingredients: Brown rice, pregelatinized rice flour, rice flour, organic masa corn flour, high oleic expeller-pressed safflower or sunflower oil, modified food starch, organic sesame seeds, dried seaweed flakes, evaporated cane juice, salt, rice flour, torula yeast, dehydrated garlic, yeast extract, sesame oil, dehydrated onion, honey powder, cultured whey, paprika, ginger, cayenne pepper, citric acid, tricalcium phosphate (anticaking agent), steam-distilled oil of ginger, natural caramel color.
- 3 Santa Fe Barbeque.** A barbeque chip with tomato, onion, garlic and natural hickory smoke flavor.
Ingredients: Brown rice, pregelatinized rice flour, rice flour, organic masa corn flour, high oleic expeller-pressed safflower or sunflower oil, modified food starch, organic sesame seeds, evaporated cane juice, sea salt, dehydrated vegetables (onion, tomato, garlic), paprika, ginger, cayenne pepper, torula yeast, honey, yeast extract, citric acid, tricalcium phosphate (anticaking agent), natural hickory smoke flavor, natural caramel color.
- 4 Pico De Gallo.** A bold and crunchy chip with the robust flavors of Mexican salsa.
Ingredients: Brown rice, pregelatinized rice flour, rice flour, organic masa corn flour, high oleic expeller-pressed safflower or sunflower oil, modified food starch, dried black beans, organic sesame seeds, dehydrated vegetables (tomato powder, green bell pepper, onion, garlic, jalapeño pepper), sea salt, torula yeast, paprika extract, citric acid, lemon powder, natural smoke flavor, natural caramel color.

WF GF 6 oz bags **\$2.79**



Special Feature

Frosted Shamrock Cookies from Gluten-Free Delights

Last month's Valentine Cookies were a big hit, so we're back this month with more seasonal fun: St Patrick's shamrocks. From the green vistas of Ireland...err...make that Iowa...come these hand-made, hand-decorated crispy cookies, prepared with the finest gluten-free ingredients. Look for them in our freezer (sorry, not shippable).

Cookie Ingredients: White rice flour, butter, sugar, egg, GF vanilla, xanthan gum, cream of tartar, baking soda, salt.

Frosting Ingredients: Powdered sugar, milk, butter, GF vanilla, GF coloring & topping.

WF GF 5 oz bag **\$4.29**

STORE & CATALOG HOURS (CST)

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

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Batter Up!



Did you know that Gluten-Free Trading Company now has eleven different kinds of bread crumbs and batter/coating mixes? Whether you prefer to deep fry, pan fry, oven roast, or simply make meatloaf, one of them is sure to be right for you!

- 1 NEW! Aunt Candice Breading Mix.** A finely textured mix that is great for chicken nuggets, fish, meat, seafood, and vegetables.
 Ingredients: Gluten-free flour mix (white rice flour, potato starch, tapioca flour), baking powder, poultry seasoning.
WF GF Milk-Free Corn-Free Soy-Free .. 1 lb bag \$5.49
- 2 Dakota Lakes Gourmet Coating.** An all-purpose coating that 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
- 3 El Peto Bread Crumbs.**
 Ingredients list not available at press time. Please call.
WF GF 17.6 oz bag \$4.69
- 4 Ener-G Bread Crumbs.** These inexpensive bread crumbs are packed in a convenient reclosable jar.
 Ingredients: Filtered water, white rice flour, brown rice flour, tapioca starch, cold pressed high oleic safflower oil, pear juice concentrate, methylcellulose, sodium carboxymethylcellulose, salt, yeast. Enriched with thiamine, riboflavin, niacin, iron and folic acid.
WF GF 10 oz jar \$2.79

- 5 NEW! Gluten-Free Pantry Rice Crumb Coating.** Great for chicken, pork & fish. Add to meatloaf & hamburgers.
 Ingredients: Rice crumbs (rice, dextrose, salt), granulated garlic, sweet paprika, salt, dehydrated parsley flakes, dehydrated basil, dehydrated oregano, black pepper, red pepper.
WF GF Milk-Free 1 lb bag \$2.29
- 6 Kinnikinnick General Coating Mix.**
 Ingredients: White rice flour, potato starch, sweet rice flour, corn starch, defatted soy flour, tapioca starch, salt, dextrose, paprika, oregano, sugar, garlic, thyme, guar gum.
WF GF Milk-Free oz bag \$4.89
- 7 Miss Roben's Improved Breading/Batter Coating Mix.**
 This mix can be used to deep fry or shake and bake. Available for in-store purchase only (we are not allowed to sell it by mail).
 Ingredients: Chick pea flour, potato starch, garlic powder, oregano, black pepper, corn-free baking powder (sodium acid pyrophosphate, sodium bicarbonate, potato starch, monocalcium phosphate), salt.
WF GF Milk-Free Nut-Free Egg-Free 6 oz bag \$3.79
- 8 Nu-World Foods Amaranth Bread Crumbs.** These bread crumbs combine amaranth (a grain originally cultivated by the ancient Aztecs) with tapioca to produce a product with nutrition in every tasty morsel. Amaranth is high in protein, vitamins, and minerals.
 Ingredients: Organic amaranth, tapioca starch.
WF GF Sodium-Free Kosher 6 oz bag \$4.19
- 9 Schär Bread Crumbs.** These bread crumbs are made from Schär's Fette Biscottate (crispbread).
 Ingredients: Rice flour, corn (maize) starch, vegetable fats, soy flour, eggs, glucose syrup, thickener: guar gum, yeast, mono- and di-glycerides (emulsifier E-471), salt..
WF GF Milk-Free Kosher 8.8 oz bag \$4.49
- 10 Southern Homestyle Corn Flake Crumbs.** Corn does not get soggy like many other types of crumbs. The result is a crispy coating that keeps its freshly-prepared appearance and picks up less oil in frying. That means less fat and no oily appearance.
 Ingredients: Milled corn, sugar, salt, caramel.
WF GF 12 oz can \$2.99
- 11 Southern Homestyle Tortilla Crumbs.** Create unique South-western-style entrees and give your entrees a Mexican accent.
 Ingredients: Milled corn, lime.
WF GF 12 oz can \$2.99

Architectural Planning Underway

Planning is underway for our new site. As our local customers can attest, the handling of incoming deliveries is awkward at our existing location. Therefore, a lot of our attention in February was focused on the design of the loading dock and material handling areas of the new site (because of limited space at the back, this is one of the most challenging aspects of the design). Architectural plans for the renovations were submitted to the City of Milwaukee for preliminary review. We are currently hope to be ready to move in May.

There's Still Time To Take Our Survey



Last month we invited you to help shape our new location by participating in our customer survey. There's still time to send in or drop off the postcard that was enclosed with last month's newsletter or send your ideas by e-mail to: survey@gluten-free.net. Thank you!

Know Your Ingredients



WHEY is a milk derivative. When milk is treated with enzymes, it separates into curds and whey. (Remember Little Miss Muffet? She had nothing to eat but sour milk!). The curds contain most of the butterfat; they are skimmed off, pressed, and aged to make cheese. The whey is dried and used as an ingredient in other foods. Whey contains a lot of lactose, so it's definitely not suitable for people with lactose intolerance.



GUAR GUM is an emulsifier (binder) made from a plant called guar (botanical name *Cyamopsis Tetragonolobu*), an annual legume grown mainly in the Thar Desert in northwest India. The plant has been cultivated for centuries for human consumption and cattle feed. Guar gum is approved for use as an emulsifier, thickener, and stabilizer in foods, cosmetics, and pharmaceuticals. One of the advantages of guar gum is that it thickens without the application of heat. In baked goods, guar gum improves moistness, reduces the amount of fat that is needed for good texture, and prevents separation when the product is frozen and then thawed. Guar gum is gluten-free.