



# Gluten-Free Trading Co.

## Customer Update

### May 2003



Gluten-Free Trading Co. • 604A W Lincoln Ave • Milwaukee WI 53215 • 1-888-993-9933 • 414-385-9950 • info@gluten-free.net



### Cinco de Mayo Brings A Fiesta of New Mexican Items!

It's clear from our recent survey that customers want more gluten-free Mexican items, so what better time than at the Mexican holiday of Cinco de Mayo (the Fifth of May)!

#### Bearitos Taco & Mexican Rice Seasonings

These seasoning packets make it quick and easy to prepare delicious tacos and Mexican rice. No MSG is added. You'll enjoy them even more thanks to our substantial permanent price cut!

- ❶ **Bearitos Taco Seasoning.** Whether you prefer to add ground beef, ground turkey, beans, or tofu, this mix has all the right spices. Ingredients: Dehydrated onion, spices (including chili peppers and paprika), salt, corn meal, dehydrated garlic, autolyzed yeast extract.  
**WF GF** ..... 1.4 oz Packet **\$1.39 (was \$2.19)**
- ❷ **NEW! Bearitos Mexican Rice Seasoning.** Put some spice in your rice with this tasty blend of natural seasonings. Ingredients: Dehydrated onion, salt, spices (including paprika), extractives of paprika.  
**WF GF** ..... 0.6 oz Packet **99¢**

#### Bearitos Taco & Tostada Shells

These all-natural shells have a delightful flesh taste. The recipe is simple: yellow corn is stone-ground and mixed with water to make a thick dough, called "masa" (MAH-sah) in Spanish. After being formed into shells or circles the masa is cooked in high-quality oil. The result is a crisp, light, nutritious shell that is ready to heat and eat.

- ❶ **NEW! Bearitos Taco Shells.** Ingredients: Organic stoneground yellow corn masa flour, expeller-pressed high oleic safflower and/or sunflower oil.  
**WF GF** ..... 5.5 oz Box (12 shells) **\$2.59**
- ❷ **NEW! Bearitos Tostada Shells.** Ingredients: Organic stoneground yellow corn masa flour, expeller-pressed high oleic safflower and/or sunflower oil.  
**WF GF** ..... 5.5 oz Box (12 shells) **\$2.19**

#### Taste Adventure Instant Refried Beans

If you've ever made Mexican refried beans from scratch, you know that it takes forever. With these mixes you can enjoy the same great taste in just 5 minutes! Plus they're all natural, contain no animal products (i.e. no lard), and are free of preservatives, MSG, and cholesterol.

- ❶ **NEW! Taste Adventure Black Bean Instant Refried Beans.** Ingredients: Precooked black beans, sea salt.
- ❷ **NEW! Taste Adventure Pinto Bean Instant Refried Beans.** Ingredients: Precooked pinto beans, sea salt.  
**WF GF** ..... 8.75 oz Box **\$2.69**

#### Muir Glen Salsas

These delicious salsas are made from vine-ripened California organic tomatoes with zesty flavor accents. Highly recommended by Traci!



- ❶ **NEW! Muir Glen Fire Roasted Tomato Salsa.** Ingredients: Diced roasted tomatoes, tomato puree, roasted crushed tomatoes, onions, jalapeño peppers, green peppers, white wine vinegar, garlic, sea salt, cilantro [herb], red chile powder, cumin [spice], naturally-derived citric acid.
- ❷ **NEW! Muir Glen Mild Salsa.** Ingredients: Diced tomatoes, tomato puree, onions, green peppers, garlic, cilantro [herb], lime juice, sea salt, white wine vinegar, jalapeño peppers, naturally-derived citric acid.
- ❸ **NEW! Muir Glen Roasted Garlic Salsa.** Ingredients: Diced roasted tomatoes, tomato puree, onions, green peppers, jalapeño and Anaheim peppers, garlic, white wine vinegar, roasted garlic, cilantro [herb], sea salt, white grape juice concentrate, naturally-derived citric acid.

**WF GF Organic** ..... 16 oz Jar **\$3.29**

#### Michael Seasons White Corn Chips Are Back



We're pleased to re-introduce these crunchy round white corn tortilla chips. They taste great with all your Mexican favorites because they are made with all-natural ingredients and they're thick enough to stand up to even the heartiest salsas.

Ingredients: Organically grown white corn, sunflower oil, salt, and trace of lime.

**WF GF** ..... 16 oz Bag **\$2.89**

### What Is Cinco de Mayo?

The holiday of Cinco De Mayo (the Fifth of May) commemorates the victory of the Mexicans over the French army at the Battle Of Puebla in 1862. The victory was unexpected: a poorly-armed band of about 4500 Mexican fighters led by General Ignacio Zaragoza was pitted against about 6500 well-equipped French soldiers. The May 5th victory temporarily halted French emperor Napoleon III's attempt to colonize Mexico. Some scholars suggest that in may have also influenced the outcome of the American Civil War: if the French had secured a foothold in Mexico, they could have bypassed the Union naval blockade and sent guns and supplies overland to the Confederate side.

#### STORE & CATALOG HOURS (CDT)

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

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## New! Envirokidz Snack Bars In Three Flavors



These gluten-free crispy rice bars are new from Envirokidz, the people who make Gorilla Munch and Koala Crisp. They're made with certified organic ingredients and are low in fat and sodium. Choose from two sizes: individual one-ounce bars, or a box of six one-ounce bars.

### 1 Crispy Rice Chocolate Bar

Ingredients: Crispy rice (brown rice flour, evaporated cane juice, sea salt, molasses, rice extract), partially polished brown rice syrup, honey, expeller-pressed canola oil, invert cane syrup, milk chocolate (evaporated cane juice, cocoa butter, milk powder, chocolate flavor, soy lecithin [emulsifier]), corn starch, cocoa powder, acacia gum, natural vanilla flavor, natural chocolate flavor. May contain traces of peanuts, tree nuts or soy.

### 2 Crispy Rice Peanut Butter Bar

Ingredients: Crispy rice (brown rice flour, evaporated cane juice, sea salt, molasses, rice extract), partially polished brown rice syrup, honey, peanut butter (peanuts, salt), invert cane syrup, expeller-pressed canola oil, acacia gum, corn starch. Contains peanuts and may contain traces of tree nuts or soy.

### 3 Crispy Rice Berry Bar

Ingredients: Crispy rice (brown rice flour, evaporated cane juice, sea salt, molasses, rice extract), partially polished brown rice syrup, honey, expeller-pressed canola oil, invert cane syrup, corn starch, acacia gum, freeze-dried blueberries, freeze-dried raspberries, natural marshmallow flavor (gelatin-free), natural blueberry flavor. May contain traces of peanuts, tree nuts or soy.

**WF GF Organic Low-Fat Low Sodium** ..... 1 oz bar **79¢**  
..... Box of Six Bars (6 oz total) **\$4.09**

## "Make Tracks for Celiacs" May 17/18, 2003



Participants at the starting line of last year's Chicago-area "Make Tracks for Celiacs" walk. Photo courtesy of Renee Euler.

The University of Maryland Center for Celiac Research is sponsoring the *Second Annual International Walk for Celiac Disease* on May 17 & 18, 2003. The purpose of the walk is to help raise awareness of Celiac Disease and to raise funds for local and national celiac initiatives and research. The walk will take place in cities throughout the US, Canada, and Europe, with each local sponsor group choosing the specific date and location. Last year's walk raised nearly \$250,000 for celiac awareness and research!

For readers who live near the Gluten-Free Trading Company retail store, the closest walk site will be **Oak Park, Illinois** in the southwest suburbs of Chicago. A small version of the registration sheet is reproduced on bottom left corner of this page. This site is being organized by Renee Euler of the CSA of Greater Chicago, Telephone (708) 386-6369, e-mail rseuler@hotmail.com.

Some of the other Midwestern cities where walks will take place include:

- **Cedar Falls, IA.** Sunday, May 18th. Contact: Kristi Jo Simmerman, (319) 234-2104, simmerman@bigfoot.com.
- **Buffalo, NY.** Contact: Melissa Brooks, WNYGFD Support Group, mlbrooks24@juno.com.
- **Cleveland, OH.** Contact: Bonnie Kruszka, (440) 564-7216, b\_kruszka@yahoo.com.
- **Columbus, OH.** Contact: Terry Bradley, Gluten Free Gang, bradley@mps.ohio-state.edu.
- **Detroit, MI Area.** Contact: Julie Gaereminck, Tri-County Celiac Support Group, gcgirm23@ameritech.net, http://www.tccsg.com/
- **Greenville, PA.** Contact: Fiona Garner, (724) 588-8204, garner6@archgate.net
- **Kansas City, KS/MO.** Contact: Renee Hewitt, (816) 361-8450 hewittc@aol.com. The walk will take place in Overland Park, KS.
- **Mansfield, OH.** Contact: Bev Messner, Richland County Celiac Support Group, Pilgrim45@kosinet.com.
- **Minneapolis/St Paul, MN.** Contact: Katie Ullan, Minnesota ROCK, ullank@attbi.com
- **Quad Cities IA/IL.** Contact: Becky Wentworth, Quad City Celiac Support Group, qcceliacs@yahoo.com, http://qcceliacs.org
- **Rochester, NY Area.** Contact: Marlene Kier, Rochester NY Celiac Group, (585) 872-3244, Mmkier@aol.com. The walk will take place in the Village of Fairport along the canal.
- **St Louis, MO/IL.** Contact: Nancy Kroll, (314) 842-8780, NMKROLL@aol.com.

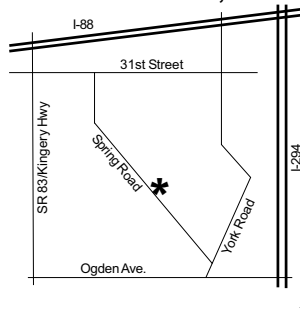
**For a complete listing of walk locations visit:**  
[http://celiacwalk.org/participating\\_groups.htm](http://celiacwalk.org/participating_groups.htm)

### 'MAKE TRACKS FOR CELIACS'

**Saturday, May 17, 2003**

9:00 AM Check-in  
10:00 AM Walk begins

**Fullersburg Woods  
Oak Brook, IL**



Anyone may participate. Ask your friends, family, neighbors, doctor! Simply make a copy of this registration/disclaimer form or email rseuler@hotmail.com for a registration form, have your friend fill it out and send it in with the fee!

Walk will be approximately 3 miles long. Free T-shirt to all walkers! Gluten Free Snacks and Beverages will be provided.

Pledge money is due on the day of the walk, checks payable to CSA/GC. If you are unable to walk, please mail pledge sheets and checks to: CSA/GC Walk Chairperson, 142 Harrison St. #1E, Oak Park, IL 60304

Check these websites for further information and additional registration forms:  
[www.csagc.cjb.net](http://www.csagc.cjb.net) or [www.celiacwalk.org](http://www.celiacwalk.org)

**Registration Form and fee due by May 10, 2003**

**CSA/GC 'Make Tracks for Celiacs' Walk  
Saturday, May 17th, 2003**

Name of Participant: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

DISCLAIMER:

I, the undersigned, agree to indemnify and hold harmless, the Forest Preserve District of DuPage County, the Celiac Sprue Association of Greater Chicago and authorized volunteers from and against all claims, damages, losses and expenses, including attorney fees, arising out of the permitted activity or event, if such claim is attributable to personal injury, bodily injury, disease or death, or injury to, or destruction of property, including the loss of use therefrom, and is not caused by the negligent act, or omission, or willful misconduct of the Forest Preserve District of DuPage County, or their employees acting within the scope of their employment. An adult must accompany all children under the age of 12. A parent or legal guardian must sign if applicant is under 18 years of age.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_

Please mail this registration form and fee to: CSA/GC Walk Chairperson, 142 Harrison St. #1E, Oak Park, IL 60304. **Make check payable to CSA/GC.**

**Registration Form**

Registration Fee: \$15 person

Late Registration Fee: \$20/person  
(postmarked after May 3, 2003)

## University of Chicago Honors Fasano, Hagman and Us!



University of Chicago Celiac Disease Center Award Presenters and Award Winners. Front (L to R): Linda Kramer, Dr. Alessio Fasano, Bette Hagman. Back (L to R): John Shaw, Mary Lassila (Celiac Ctr Board Member), Dr. Stephano Qundallini (Celiac Ctr Director), Peggy Wagener (Board Mbr & Publisher of Sully's Living Without), Robin Stearns (Celiac Ctr President), Michelle Melin-Rogovin (Celiac Ctr Program Director). Photo courtesy UC Celiac Center.

At its Third Annual Gourmet Gluten-Free Cocktail Reception and awards ceremony on April 26, the University of Chicago Celiac Disease Program presented the Champion Award to three diverse recipients: medical researcher Dr. Alessio Fasano, cookbook author Bette Hagman, and Gluten-Free Trading Company.

**Dr. Alessio Fasano** was educated in Italy where he studied under Dr. Stefano Guandalini, who now heads the University of Chicago's Celiac Disease Program. When Fasano emigrated to the United States to practice gastroenterology and conduct medical research, he quickly realized that there were a lot less celiac patients than he had seen in his clinical practice in Europe. Since the condition is genetic and most Americans are of European ancestry, he reasoned that there must be a significant under-diagnosis of celiac disease in the US. He founded the University of Maryland Center for Celiac Research, which among many other clinical and research accomplishments has recently completed the largest-ever North American celiac disease prevalence study, finding that 1 out of every 133 Americans (0.75%) has celiac disease, comparable to European prevalence rates and much higher than previous US studies.

**Bette Hagman** is one of the best-known and best-loved authors of gluten-free cookbooks. Hagman lives in Seattle and is a proud great-grandmother. You might assume that she was an excellent cook before she was diagnosed with celiac disease, but in fact she hardly cooked at all! It took 9 years of trial-and-error to develop enough recipes for her first book, *The Gluten Free Gourmet*, which transformed the way celiacs prepare food. There are now five *Gluten-Free Gourmet* titles in print, a sixth about to be published, and Hagman is working on a 7th.

**Gluten-Free Trading Company** (that's us!) started as a simple idea: to provide one-stop shopping and greater variety for celiacs. Owners Linda Kramer and John Shaw accepted the award on behalf of the company. Kramer noted that it would have been impossible for the store to succeed without dedication of employees Traci Hoernke, Pam Wyman, Joanne Kramer, Danita Massingale, and Anne Shaw, as well as the loyalty and support of customers. John Shaw noted the celiac community's remarkable resourcefulness, spirit of cooperation, steadfast determination to overcome obstacles that might otherwise get in the way of living a normal life. He said this positive attitude creates a virtuous circle that will lead to increasing diagnosis rates, greater variety of gluten-free products, and ever-increasing awareness of the condition.

## Univ of Maryland Publishes Final Results of Celiac Prevalence Study

*Largest ever US study finds that one out of every 133 Americans may have celiac disease!*

A new, multi-center study led by the University of Maryland Center for Celiac Research in Baltimore has shown that celiac disease is much more common in the United States than previously thought.

For the study, published in the February 10, 2003 edition of *Archives of Internal Medicine*, researchers screened more than 13,000 people in 32 states. "We now believe that more than 1.5 million Americans suffer from celiac disease, making it twice as common as Crohn's disease, ulcerative colitis and cystic fibrosis combined," said Alessio Fasano, M.D., a professor at the University of Maryland School of Medicine who was the study's principal investigator.

Celiac disease is a digestive disorder that is triggered by the protein gluten, which is found in wheat, barley, rye and related grains. The proteins can set off an autoimmune reaction in the intestines that causes a variety of gastrointestinal symptoms and prevents proper absorption of food and nutrients, leading to serious health consequences. Some of the many conditions associated with celiac disease include diabetes, anemia, short stature, infertility, osteoporosis, and chronic diarrhea.

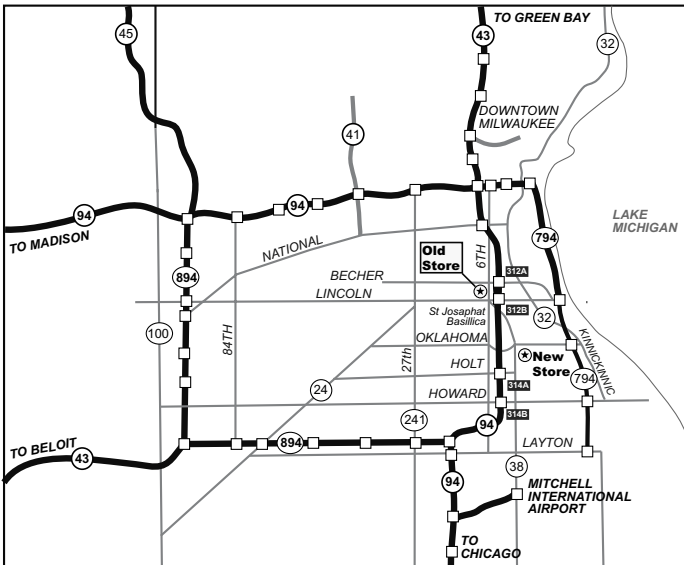
"Symptoms of celiac disease vary among individuals," says Dr. Fasano, "it can be a difficult disease to diagnose because symptoms can include anemia, osteoporosis, diarrhea, and constipation. Alternatively, there may not even be any symptoms."

The researchers hope the study results will change the perspective of the health care community and encourage physicians to test their patients for celiac disease. "This new study demonstrates that celiac disease is just as common in the U. S. as in Europe," says Dr. Fasano.

The new study, which is the largest multi-center, epidemiological study ever on the prevalence of celiac disease in the US, took place over five years and included blood samples from 13,145 people, including adults and children. The purpose of the study was to look at the disease's prevalence in both "at-risk" and "not at-risk" populations. Nearly 9,000 people were considered "at-risk" because they either had relatives with celiac disease, symptoms such as diarrhea or abdominal pain, or other disorders associated with celiac disease, such as diabetes, Down syndrome or anemia. More than 4,000 study participants were considered "not at-risk."

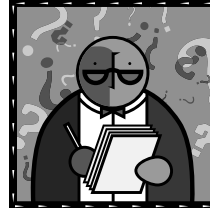
The study found that among "at-risk" participants, celiac disease was present in one out of 22 people who had first-degree relatives with the disorder. It was also present in one out of every 68 adults with CD-associated symptoms and one out of every 25 children with symptoms. Among those study participants who were considered "not at-risk," celiac disease was found in one out of every 133 people.

Like Type 1 diabetes and rheumatoid arthritis, celiac disease is an autoimmune disease. "This study is also very important to the scientific community because researchers will now be able to use this data on celiac disease to help uncover what causes other autoimmune diseases," said Dr. Fasano, "there are two elements that play together for someone to develop an autoimmune disease: you must have a genetic predisposition and there must be some environmental factor to trigger the disease. Celiac disease is the only autoimmune disease where that trigger is known. That trigger is gluten."



## I-894 Project Affects Some Customers

Customers who reach Gluten-Free Trading Company using Interstate 894 (the bypass that runs along the south and west sides of the metro area) may experience some delays this spring and summer as a result of lane closures while the road is resurfaced. The project, which began in late April and will continue through the middle of August, involves the entire length of I-894. This primarily affects customers who live in Rockford, Beloit, Janesville, Walworth County, East Troy, Mukwonago, and the southwest suburbs of Milwaukee. The main route through Milwaukee, I-94, is not affected.



## Thank You for Participating in Our Survey

We would like to thank the many customers who participated in our Customer Survey. The information we received has strongly influenced the interior design of our new store, which we hope to have ready to open some time in June.

## Viewpoint: Positive Attitude Is Key to Overcoming Celiac Obstacles

"...It would be so easy for celiacs to turn inward, resign themselves to a 'fate worse than death', and slump off into the corner to eat their rice—and be viewed by the rest of the world as a bunch of whiners. *But celiacs refuse to do that!* Instead, they choose instead to help one another, to invent recipes that the experts say are impossible, create gluten-free summer camps for their kids, put on lavish banquets, and join together to share a love of good food—and the joy of life that comes when the burden of active celiac symptoms is lifted.

This sharing and celebrating is the one of the most important things celiacs can do, because like every medical condition, celiac disease has an "image": a first impression that colors the way people think about it. If people perceive that the quality of life is poor for celiacs, then patients will be reluctant to seek treatment, and physicians may be reluctant to pursue the diagnosis as rigorously as they might. But if people perceive celiac disease as a *nuisance* that changes the way you cook, but doesn't stand in the way of a fulfilling, active, healthy life—if physicians see that celiacs take the diagnosis in stride and get better quickly—then they can diagnose celiac disease without hesitation. *And they will.* And as our numbers grow, and the 1.5 million celiacs in America are diagnosed, there will be a lot more gluten-free products, a lot better food labels, a lot more articles and studies about celiac disease, and a lot less clueless waiters. It will create a *virtuous* circle where—as Linda often says to new customers—it *all gets easier.*"

—John Shaw at the University of Chicago Celiac Center Awards



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