



Gluten-Free Trading Co.

Customer Update

October 2003



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

It's Our Annual Soup Sale!

Heinz UK Cream of Tomato Soup \$1.99



As the weather turns cooler, warm up with the delicious taste of Cream of Tomato Soup from Heinz in England. Reassuringly labeled "Suitable for Gluten Free Diets" on every can, this soup is free of the wheat flour used in all the big American brands of cream of tomato soup. This delicious soup wasn't "designed" to be gluten-free: it just turned out that way. In fact, it's one of the top-selling grocery products in Great Britain! **#HZ-700**

Ingredients: Tomatoes, water, vegetable oil, sugar, modified corn flour, salt, dried skimmed milk, whey protein, cream, spice extracts, herb extracts, citric acid.

WF GF Vegetarian 13.5 oz Can ~~\$2.49~~ **SALE \$1.99**
 Full Case: 24 Cans ~~\$53.76~~ **SALE \$47.76**

Save On Dairy-Free Soups from Imagine



These organic soups have "creamy" in their names. That's a good description of the texture, but they're all free of milk products! Choose from five varieties:


- ① **Organic Creamy Tomato Soup** **#IMG-067**
 Ingredients: Filtered water, crushed tomatoes, onions, rice syrup, celery, rice flour, sea salt, herbs & spices, expeller pressed safflower oil.
- ② **Organic Creamy Portobello Mushroom Soup** **#IMG-070**
 Ingredients: Filtered water, portobello mushrooms, onions, organic soy milk (filtered water, organic soybeans), mushrooms, celery, rice flour, safflower oil, sea salt, spices.
- ③ **Organic Creamy Broccoli Soup** **#IMG-060**
 Ingredients: Filtered water, broccoli, onions, potatoes, organic soy milk (filtered water, organic soybeans), celery, herbs and spices, sea salt, rice flour, expeller pressed safflower oil, celery seed.
- ④ **Organic Potato Leek Soup** **#IMG-066**
 Ingredients: Filtered water, potatoes, onions, leeks, expeller pressed safflower oil, garlic, sea salt, spices.
- ⑤ **Organic Butternut Squash Soup** **#IMG-061**
 Ingredients: Filtered water, butternut squash, onions, rice syrup, rice flour, expeller pressed safflower oil, garlic, sea salt, spices.

WF GF Milk-Free Organic Kosher Parve
 15 fl oz "Juice Box" ~~\$2.29~~ **SALE \$1.99**

Bon Voyage, Denise!

The staff would like to bid a fond farewell to Denise, the university student who has been working with us this summer. We wish her well as she returns to France to continue her studies.

New Store Slowly Progressing

Preparations for our move to 3114 S Chase Avenue have sped up from snail's pace to turtle's pace. The architectural plans have been approved by the City of Milwaukee. The interior has been gutted and a new electrical service has been installed to provide power for freezers and other equipment. A new loading dock door is scheduled to be cut into the back wall on October 10. Exterior painting, insulation, and construction of a new barrier-free restroom are next. We are now anticipating the move will be in early January, after the busy holiday season. When the date for our move has been finalized we will announce it in the newsletter and on our website. 

Free Celiac Disease Screening To Be Held October 25, 2003 in Chicago



The University of Chicago Celiac Disease Program is offering its fourth annual free celiac blood screening on Saturday, October 25, 2003.

Those eligible to participate include people who are related (1st or 2nd degree) to a family member with biopsy-confirmed celiac disease, those with symptoms suggestive of celiac disease, and those with conditions related to celiac disease. Examples of eligible participants: an individual whose mother has celiac disease, a child (over 2 years of age) with chronic diarrhea, and a person with iron deficiency anemia resistant to oral iron therapy.

The screening will take place from 8:30 am to 12:30 pm at the University of Chicago Hospitals Center for Advanced Medicine, 58th St @ S Maryland Avenue, Chicago. *All participants must be over two years of age and all must be on a gluten-containing diet. Because over 400 participants are expected, registration is required. Call 773-702-7593 to register.*

Columbus Ohio Children's Hospital To Hold 16th Annual Celiac Conference November 1st

The Columbus Children's Hospital will hold its 16th Annual Celiac Conference on Saturday, November 1st in Columbus, Ohio. This year's program features keynote speaker Dr. Cynthia Rudert, MD.

The event begins at 9:00 am in the Stecker Auditorium located at 700 Children's Drive on the hospital's Main Campus. Separate educational tracks are offered for adults, teens and school-age children, and there will be a large food fair with Gluten-Free Trading Company and other vendors. Registration is \$35.00 and is available online at www.columbuschildrens.com. Free child care is available for ages 2-6.

The keynote speaker, Dr. Cynthia Rudert, MD is a Board Certified Gastroenterologist practicing in Atlanta, GA. She has one of the largest practices in the US devoted to screening and following adults and teens with Celiac Disease. Dr. Rudert lectures nationally on Celiac Disease and has been committed to educating both the public and patients about this commonly missed disorder. She is the Medical Advisor for the Celiac Disease Foundation and the Gluten Intolerance Group of North America. She is also the Medical Director for the Gluten Sensitive Support Group of Atlanta and is one of the founding members of the Celiac Standardization Group. Dr. Rudert is founder and president of the Atlanta Women's Medical Alliance, the largest alliance of female physicians in the U.S.

Seasonal Help Wanted

Gluten-Free Trading Company is looking for a part-time stock clerk to assist during the Thanksgiving and Christmas holiday seasons. Duties include stocking shelves, packing mail orders, and bagging groceries. Must be able to lift and carry boxes up to 50 lbs. Familiarity with the gluten-free diet desirable. Daytime or evening hours possible. Call 414-385-9950 for details. Equal opportunity employer.

What's For Breakfast?



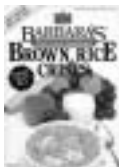
Arrowhead Mills Maple Buckwheat Flakes #AM-470
The taste of this cereal is similar to BucWheats, a cereal that was popular in the 1970s.
Ingredients: Buckwheat, brown rice flour, unbleached cane juice crystals, buckwheat flour, maple syrup, sea salt, honey, ascorbic acid (Vitamin C), and natural vitamin E.
WF GF 12 oz Box **\$3.89**



Arrowhead Mills Sweetened Rice Flakes #AM-790
This lightly-sweetened rice flake cereal is made from organic rice with honey and organic sweeteners (cane sugar and maple syrup).
Ingredients: Whole grain brown rice grits, evaporated cane juice, whole grain brown rice flour, maple syrup, sea salt, honey, ascorbic acid (Vitamin C) and natural Vitamin E (to preserve freshness).
WF GF 12 oz box **\$4.19**



Barbara's Corn Flakes #BRB-055
A classic: big flakes of golden corn sweetened with natural fruit juice. Ingredients: Yellow corn meal, corn bran, pineapple juice concentrate, pear juice concentrate, peach juice concentrate, sea salt.
WF GF Milk-Free Low Fat No Added Sucrose Low Sodium Kosher Vegan 9 oz Box **\$2.89**



Barbara's Rice Crisps #BRB-058
Made from whole brown rice, low in sodium and virtually fat free. Ingredients: Whole brown rice, pineapple concentrate, pear juice concentrate, peach juice concentrate, sea salt.
WF GF Milk-Free Low Fat No Added Sucrose Low Sodium Kosher Vegan 11 oz Box **\$3.69**



Ener-G Granola & Trail Mix #NRG-625
Ingredients: Dates, sliced almonds, diced walnuts, diced peanuts, diced almonds, unsweetened coconut, honey.
WF GF Milk-Free High Fiber 1 lb Box **\$4.79**



EnjoyLife Cinnamon Crunch Granola #JOY-006
Delicious granola with sun-dried raisins, brown rice flakes, pure cane brown sugar & flax.
Ingredients: Brown rice flakes; rice bran; flax powder; pure cane brown sugar; water; raisins; vanilla; coconut; cinnamon, vitamins & minerals: (vitamin A; calcium; vitamin E; thiamin [vitamin B1]; riboflavin [vitamin B2]; niacin [vitamin B3]; folate; vitamin B6; vitamin B12; zinc.
WF GF X oz Bag **\$5.09**



EnjoyLife Verry Berry Granola #JOY-007
Delicious granola with brown rice flakes, pure cane brown sugar, strawberries, raspberries & flax. Excellent as a mix-in with yogurt or as a topping for ice cream.
Ingredients: Brown rice flakes; rice bran; flax powder; pure cane brown sugar; water; freeze-dried strawberries; coconut; freeze-dried raspberries; natural strawberry flavor, vitamins & minerals: (vitamin A; calcium; vitamin E; thiamin [vitamin B1]; riboflavin [vitamin B2]; niacin [vitamin B3]; folate; vitamin B6; vitamin B12; zinc.
WF GF X oz Bag **\$5.09**



Erehwon Corn Flakes #ERW-229
The recipe couldn't be much simpler: corn and a touch of salt. This sugar-free flake is a good choice for diabetics.
Ingredients: Organic corn flour, sea salt.
WF GF Sugar Free 11 oz Box **\$3.29**



Erehwon Crispy Brown Rice Cereal #ERW-203
Crunch and crackle with this tasty gluten-free cereal.
Ingredients: Organic brown rice, brown rice syrup, sea salt.
WF GF 10 oz Box **\$3.59**



Erehwon Rice Twice #ERW-294
This cereal combines crispy rice with puffed rice.
Ingredients: Organic brown rice flour, gluten-free brown rice syrup, honey, sea salt.
WF GF 10 oz Box **\$3.89**



Health Valley Corn Crunch-ems #HV-178
This very popular cereal is similar to Corn Chex. For breakfast or making snack mix.
Ingredients: Milled yellow corn, corn bran, evaporated cane juice, salt, natural vitamin E (added to preserve freshness).
WF GF Kosher 12.6 oz Box **\$3.89**



Health Valley Rice Crunch-ems #HV-179
The perfect substitute for Rice Chex for breakfast or snack mix.
Ingredients: Milled rice, corn bran, evaporated cane juice, salt, natural vitamin E (added to preserve freshness).
WF GF Kosher 12.6 oz Box **\$3.89**



Nature's Path Honey'd Corn Flakes
A delicious corn flake with a touch of honey.
Ingredients: Organic flaked yellow corn, organic evaporated unrefined cane juice, organic clover honey, sea salt. May contain traces of peanuts, tree nuts or soy.
WF GF Low Fat 10.6 oz Box **\$3.59** #NTP-218
..... 26.4 oz Bag **\$6.59** #NTP-094



Nature's Path Whole Grain Crispy Rice #NTP-000
Rice crisps, delicately sweetened with molasses and cane sugar for a satisfying breakfast. Made from whole grain brown rice.
Ingredients: Organic brown rice flour, organic evaporated cane juice, organic molasses, rice bran extract and sea salt. May contain traces of peanuts, tree nuts or soy.
WF GF Low Fat 10 oz Box **\$3.59**



Organ Museli with Fruit & Almonds #OGN-057
Similar to granola, this breakfast cereal is made from a medley of gluten-free grains, fruits, and almonds. It is refreshingly light and crunchy. It's also an excellent source of dietary fiber: a 1.4 ounce serving contains 16% of the US recommended daily value.
Ingredients: Rice bran flakes (rice bran, rice flour, apple juice), rice pops, sunflower kernels, linseed, dried fruit 26% (peaches, apricots, apples, sultanas, coconut, paw paw), sliced almonds 3%, fructose, salt, sesame seeds. Some fruits may contain sulfur dioxide to assist in retaining their natural color.
WF GF Milk Free No Added Sucrose 17.6 oz Bag **\$5.69**



Perky's Nutty Rice #PKY-101
This is a very crunchy cereal similar to GrapeNuts.
Ingredients: Rice flour, rice bran, raisin juice concentrate, honey, salt. Produced in a facility that also manufactures wheat containing products.
WF GF Kosher 12 oz Box **\$2.99**



Schär Musli #SR-740
Authentic European musli (similar to granola) made in the Alps near the Italian/German/Swiss border.
Ingredients: Soy flakes, corn flakes (corn, salt, apple juice concentrate), rice flakes, raisins, rice crispies, dried apricot, dried apple.
WF GF Milk-Free Egg-Free Kosher 13.2 oz Box **\$7.39**

Hot Breakfast Cereals



Arrowhead Mills Rice & Shine #AM-530
Ingredient: Organic brown rice grits.
WF GF Sodium Free Kosher Parve 24 oz Box **\$3.59**



Bob's Red Mill Mighty Tasty GF Hot Cereal #BRM-116
Ingredients: Brown rice, corn, 'sweet' white sorghum, buckwheat.
WF GF Milk-Free Kosher 24 oz bag **\$3.29**



Lundberg Cinnamon Raisin Hot Rice Cereal #LBG-950
Ingredients: Oven-roasted Nutra-farmed California brown rice, raisins, unsulfured molasses, honey, natural spices and flavorings.
WF GF Kosher 10 oz Box **\$3.59**

Lundberg Sweet Almond Hot Rice Cereal #LBG-955
Ingredients: Oven-roasted Nutra-farmed California brown rice, toasted almonds, unsulfured molasses, honey, cinnamon, natural flavorings.
WF GF Kosher 10 oz Box **\$3.59**

Lundberg Purely Organic Hot Rice Cereal #LBG-955
Ingredient: Oven-roasted organic California brown rice.
WF GF Kosher 10 oz Box **\$3.59**

STORE & CATALOG HOURS (CST)

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

Copyright 2003 Gluten-Free Trading Company, LLC

Our new easy-to-remember web address: www.food4celiacs.com