



# Gluten-Free Trading Co.

## Customer Update

### March-April 2004



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

## Go Wild With EnviroKidz Snack Bars - Just \$2.99!

It's our fourth anniversary, so we're celebrating by going wild with awesome savings on EnviroKidz Crispy Rice Bars. These hugely popular snack bars (rather like a Rice Krispies treat) are individually-wrapped, wheat-free, gluten-free, organic, and low fat. Now for the truly wild part: The 6 oz packages normally sell for \$4.09. Through April 15, 2004 they're just \$2.99! Stock up now, while supplies last!

### ❶ Crispy Rice Chocolate Bar (Koala)



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

### ❷ Crispy Rice Peanut Butter Bar (Panda)



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

### ❸ Crispy Rice Berry Bar (Cheetah)



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

**WF GF Low Fat Organic Kosher** .....  
..... 6 oz Box (six individually-wrapped bars) ~~\$4.09~~ **SALE! \$2.99**

## New! Glutano Wizards Cookies



Enjoy these fun-filled cookies featuring Tobi the sorcerer and all his friends. These cookies have the texture of animal crackers and a fruity taste—they're sweetened with apple juice.

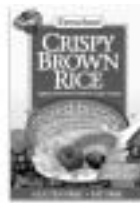
Ingredients: Corn starch, corn flour, apple powder (18%), unhydrogenated vegetable fat, apple juice concentrate (6%), lupine flour, rice syrup, raising agent (sodium hydrogen carbonate, potassium carbonate), sea salt, guar gum, flavor (vanillin), citric acid, spice (cinnamon). May contain traces of nuts, eggs, soy, and milk.

**WF GF Kosher** ..... 4.4 oz box **\$4.39**

### STORE & CATALOG HOURS (CENTRAL TIME ZONE)

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

## New! Erewhon Crispy Brown Rice With Mixed Berries



This lightly-sweetened whole-grain breakfast cereal now comes in a great new variety! The 100% natural freeze-dried berries add a delicious fruity taste. Kids will enjoy the way the berries color the milk purple!

Ingredients: Organic whole grain brown rice, organic brown rice syrup, honey, freeze dried blueberries, freeze dried raspberries, freeze dried strawberries, sea salt, natural flavor.

**WF GF Fat Free** ..... 10 oz box **\$4.79**

## Chocolate O's Now Available In Snack Size Packets



Chocolate O's have become one of our customers' favorites: a gluten-free cookie like an Oreo. Now they're available in convenient 1.4 ounce snack-size packets, as well as the more traditional boxes.

Ingredients: Vanilla cream 30% (unhardened vegetable oil, sugar, sweet whey powder, whole milk powder, lactose, emulsifier: lecithin, natural vanilla flavor), corn starch, rice flour, sugar, unhardened vegetable fat (palm oil), whole milk powder, cocoa powder strongly defatted, inulin (1.9%), thickener guar gum, sea salt, raising agent (ammonium hydrogen carbonate), vanilla. May contain traces of nuts and eggs.

**WF GF Kosher** ..... 1.4 oz Snack Size Packet **\$1.29**  
..... Original 6.2 oz Box **\$3.99**

## New Boomi Bars: 2 Great Flavors



Boomi Bars are a delicious new vegetarian snack bar from Mount Govardan Foods in North Carolina. We're pleased to carry both of the gluten-free flavors:

### ❶ Almond Protein Plus

Ingredients: Almonds, honey, whey protein isolate.

### ❷ Honey Cashew Bite

Ingredients: Cashews, honey, whey protein isolate

**WF GF** ..... 1.9 oz Bars **\$1.89**

## Mini-Cheesecakes from GF Pantry

Jer's Creamy Cheesecake is a single-serving dessert that needs no refrigeration and is ready to use right out of the box—just add your favorite topping and serve! No preservatives or artificial colors.

Ingredients: Cream cheese-sour cream mix (pasteurized cultured milk and cream, salt, stabilizers [blend of modified corn starch, vegetable gum mix {guar, locust and/or tara} and carageenan] sodium phosphates, culture and enzymes), sugar, eggs, milk protein, Fruitrim (fruit juice, natural grain dextrins from corn), natural vanilla flavor and other natural flavors, lactic and/or phosphoric acid.

**WF GF** ..... Single Serving 3 oz Cake **\$2.79**

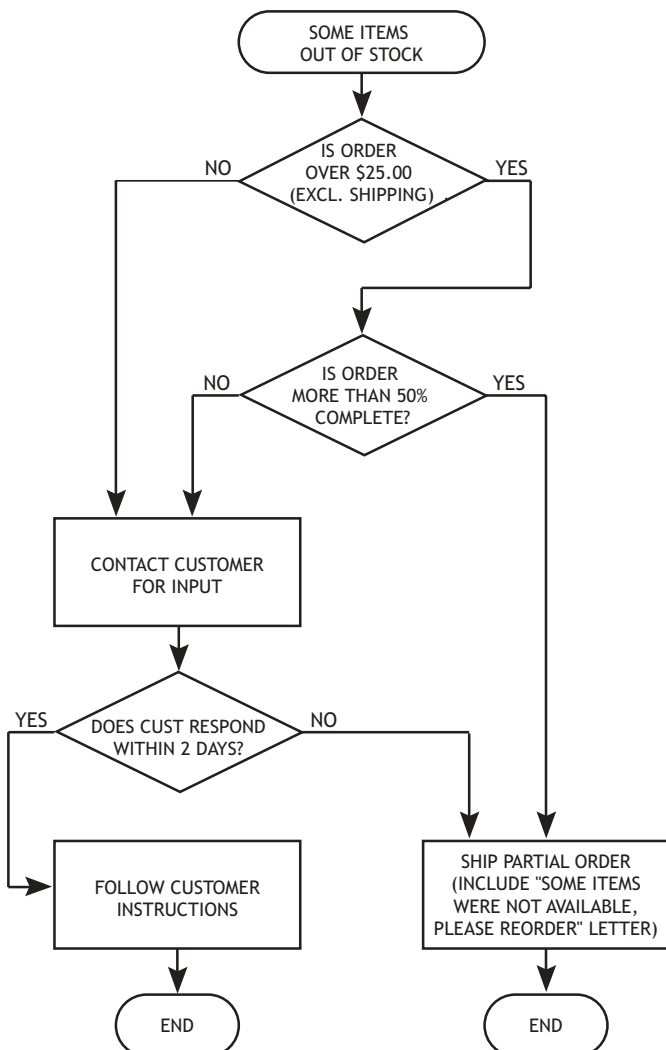
## New Procedure to Be Implemented for Partial Orders

At Gluten-Free Trading Company, we pride ourselves on offering a high level of customer service. The increased volume of mail orders has forced us to reconsider how we handle situations where a portion of a customer's order is out of stock. In the past, when this situation occurred we typically held the order and attempted to contact the customer by phone or e-mail to discuss the out-of-stock items. This sounded good in principle, but in practice we were not always able to make contact with the customer on the first attempt, and the order could be delayed for several days even though the vast majority of the items were ready to ship (the larger the order, the greater the chance is that one or two items are out of stock).

After much deliberation, we have decided to try a new procedure for handling this situation. The procedure is shown in the flowchart:

- If the order is less than \$25 (excluding shipping) or we can't fill at least half of the order, we will still contact the customer. (Normally we'll call if the order was phoned in, and send an e-mail the order was placed on line). In these cases, we will wait two business days for customer instructions. If for some reason we do not hear from the customer within two business days, we'll go ahead and ship the available items.
- If the order is over \$25.00 *and* more than half of it can be filled, we'll automatically ship all of the available items. We'll also include a note so the customer knows what items to reorder.

We will be implementing this procedure on a trial basis beginning March 1, 2004, and will modify it if necessary. We think this will be better for everyone, and welcome your feedback.



## Falling US Dollar Means Higher Prices for Imports



Many of the most popular gluten-free products are imported into the US from other countries: Glutino and Kinnikinnick breads from Canada, Bi-Aglut pastas and Schär crackers from Italy, Glutafin cookies and Heinz soup from England, to name just a few. The companies that make these products pay their employees and suppliers in their respective local currencies such as Canadian Dollars, Euros, or British Pounds—and price their products accordingly.

For several years, people who purchase these products in the US benefitted from the strength of the American Dollar. But over the past several months, a combination of economic and political factors has resulted in a steady decline in the value of the US Dollar compared to almost all major foreign currencies. For example as shown in Figure 1, in February 2003 a US dollar bought about 1.5 Canadian dollars; a year later it bought only about 1.3. As Figure 2 illustrates, there has been an even steeper decline compared to the Euro (the currency used in Italy and 10 other European countries), with the US Dollar losing over 16% of its value in less than one year.



Fig. 1: Value of US Dollar Compared to Canadian Dollar



Fig. 2: Value of US Dollar Compared to Euro

One result of the falling US Dollar is that imported products are now significantly more expensive for American consumers, even if the companies that make them have not raised their prices.

For a time it appeared that exchange rates would stabilize, and Gluten-Free Trading Company attempted to absorb the cost differential. Now it is clear that the weaker US dollar will be with us for some time, and regrettably it is now necessary for us to raise the prices on many of our imported products.

Of course, the choice is always yours: you can purchase the imports, or select from the hundreds of fine American-made products we offer. We thank you for your understanding, and assure you that if the exchange rates move the other way, we'll pass the savings on to you.

## New "Instant Gourmet" Soup Cups For A Quick Lunch or Snack



In a rush for a tasty, gluten-free lunch? Need a quick snack before heading off to an after-school event or evening meeting? Then these new instant soup cups are for you. So quick and easy: just add boiling water! They're wheat-free, gluten-free, and low carb. There are seven varieties:

### 1 Chicken with Asparagus Soup.

A tasty soup made with Sweet cream and asparagus. Four net carbs per serving.

Ingredients: Sweet cream powder (sweet cream, nonfat dry milk, sodium caseinate), cooked freeze-dried chicken, chicken flavor (hydrolyzed corn and soy proteins, guar gum, autolyzed yeast extract, chicken flavor [chicken fat and natural flavor], disodium inosinate and disodium guanylate, silicon dioxide), freeze-dried asparagus, dehydrated onion, butter powder (butter, nonfat milk solids, salt, silicon dioxide), dehydrated celery, guar gum, sea salt, red & green bell peppers, garlic, sherry wine flavor (maltodextrin, sherry wine [with other natural flavors], gum arabic, casein, citric acid), spices.

### 2 Broccoli Cheddar Soup

Four net carbs per serving.

Ingredients: Sweet cream powder (sweet cream, nonfat dry milk, sodium caseinate), cooked freeze-dried chicken, uncolored cheddar cheese powder (aged cheddar cheese [milk, cheese cultures, salt, enzymes], disodium phosphate), freeze-dried broccoli, chicken flavor (hydrolyzed corn and soy proteins, guar gum, autolyzed yeast extract, chicken flavor [chicken fat and natural flavor], disodium inosinate and disodium guanylate, silicon dioxide), dehydrated onions, dehydrated celery, guar gum, sea salt, garlic, spices.

### 3 Bay Shrimp Bisque Soup.

Sweet cream, shrimp and butter make a creamy bisque.

Ingredients: Sweet cream powder (sweet cream, nonfat dry milk, sodium caseinate), chicken flavor (hydrolyzed corn and soy proteins, guar gum, autolyzed yeast extract, chicken flavor [chicken fat and natural flavor], disodium inosinate and disodium guanylate, caramel color, silicon dioxide), cooked freeze-dried shrimp, tomato powder, onions\*, guar gum, paprika, sea salt, mixed vegetable flavor (autolyzed yeast extract, carrots\*, onion\*, celery\*, leek\*, garlic\*, natural flavors, spice), shrimp base (hydrolyzed shrimp protein, yeast extract, maltodextrin, citric acid, sodium caseinate), garlic granules, spices, sherry wine flavor (maltodextrin, sherry wine [with other natural flavors], gum arabic, casein, citric acid), spices. \*Dehydrated.

### 4 Mushroom & Chicken with Garlic Soup.

Six net carbs per serving.

Ingredients: Chicken flavor (hydrolyzed corn and soy proteins, guar gum, autolyzed yeast extract, chicken flavor [chicken fat and natural flavor], disodium inosinate and disodium guanylate, silicon dioxide), freeze dried mushrooms, sour cream powder (cream cultures, lactic acid, nonfat milk solids, citric acid), cooked freeze-dried chicken, garlic, sweet cream powder (sweet cream, nonfat dry milk, sodium caseinate), dehydrated celery, sea salt, freeze-dried leeks, guar gum, green onion, tomato powder, spices. Note: one serving contains 47% of daily sodium.

### 5 Beefy Vegetable Soup

A beef and vegetable soup with 5 net carbs per serving.

Ingredients: Beef flavor (hydrolyzed corn and soy proteins, guar gum, autolyzed yeast extract, beef flavor [beef fat and natural flavor], disodium inosinate and disodium guanylate, caramel color, silicon dioxide), cooked freeze-dried beef, sweet cream powder (sweet cream, nonfat dry milk, sodium caseinate), tomato powder, cabbage, dehydrated celery, guar gum, garlic, leeks, sea salt, green onion, spices. Note: one serving contains 52% of daily sodium.

### 6 Chicken Vegetable Soup

A chicken and vegetable soup with 3 net carbs per serving.

Ingredients: Chicken flavor (hydrolyzed corn and soy proteins, guar gum, autolyzed yeast extract, chicken flavor [chicken fat and natural flavor], disodium inosinate and disodium guanylate, caramel color, silicon dioxide), cooked freeze-dried chicken, sweet cream powder (sweet cream, nonfat dry milk, sodium caseinate), freeze-dried peas, dehydrated celery, dehydrated carrots, guar gum, onion, tomato powder, sea salt, garlic, spices. Note: one serving contains 59% of daily sodium.

**WF GF Low Carb** ..... Aprox. 1 oz dry per meal cup **\$2.29**

## New! "Instant Gourmet" Texas BBQ Chicken Meal Cup

If you're looking a quick lunch that's more substantial than a soup cup, try this Texas Barbecue Chicken cup, made with real chicken, pinto beans and rice in a hickory smoke flavor sauce. Just add water!

### Texas BBQ Chicken Cup

Ingredients: Instant white rice, pinto beans\*, tomato powder, cooked freeze-dried chicken, Fruitsource® (grape juice concentrate, whole rice syrup), onions\*, sea salt, molasses powder, balsamic vinegar, miso powder (soybeans, salt, maltodextrin), onion granules, garlic granules, spices, hickory smoke powder. \*dehydrated

**WF GF** ..... 4.1 Oz **\$3.99** ③



## Gluten-Free Pantry Meals in Minutes™

For a quick meal, try all four varieties: made without artificial flavors, colors, or MSG.

### 1 Santa Fe Black Beans & Rice.

**#GFP-461**

A delicious and satisfying meal made from a blend of garden vegetables in savory broth with black beans, rice and spices. A vegetarian meal in a cup!

Ingredients: Instant white rice, black beans, instant brown rice, tomato powder, freeze-dried corn, sea salt, carrots\*, spices, onion\*, red and green bell peppers\*, onion granules, garlic granules. \*Dehydrated

**WF GF Vegetarian** ..... 3.2 oz Meal Cup **\$2.99**

### 2 Hearty Chicken Primavera.

**#GFP-462**

A tangy and flavorful meal made from a blend of garden vegetables, rice and chicken in a savory tomato broth. A hearty feast in a cup!

Ingredients: Instant white rice, tomato powder, cooked freeze-dried chicken, chicken flavored broth mix (maltodextrin, salt, autolyzed yeast extract, natural flavor, dehydrated vegetables [onion, celery, parsley, spinach, garlic, carrot], potato flour, soybean oil, xanthan gum, spices, extractive of spices, lecithin), whey powder, potato starch, dehydrated carrots, dehydrated corn, dehydrated peas, salt, garlic granules, onion granules, nonfat dry milk, spices.

**WF GF** ..... 3.7 oz Meal Cup **\$3.99**

### 3 Zesty Chicken Gumbo.

**#GFP-463**

A spicy Louisiana-inspired meal made from a medley of garden vegetables, rice and chicken. The taste of the South in a cup!

Ingredients: Instant white rice, cooked freeze-dried chicken, dehydrated onions, freeze-dried okra, potato starch, red & green bell peppers, freeze-dried corn, tomato flakes, sea salt, chicken flavored broth mix (maltodextrin, salt, autolyzed yeast extract, natural flavor, dehydrated vegetables [onion, celery, parsley, spinach, garlic, carrot], potato flour, soybean oil, xanthan gum, spices, extractive of spices, lecithin), onion granules, dehydrated green onions, garlic granules, spices, saffrafs leaf powder.

**WF GF** ..... 2.8 oz Meal Cup **\$3.99**

### 4 Stroganoff Style Rice with Beef.

**#GFP-464**

A delicious and satisfying meal of rice and beef in a rich, creamy sour cream sauce. Comfort food in a cup!

Ingredients: Instant white rice, sour cream (cream cultures, lactic acid, nonfat milk solids, citric acid), cooked freeze-dried beef, potato starch, whey powder, parmesian cheese powder (milk, cheese cultures, enzymes, salt), dehydrated mushrooms, dehydrated tomato flakes, butterbuds (whey solids, corn syrup solids, modified butter oil, dehydrated butter, salt, guar gum, annatto and turmeric, vegetable colors), peas, onion granules, sea salt, nonfat dry milk, garlic granules, dehydrated green onions, spices.

**WF GF** ..... 3.2 oz Meal Cup **\$3.99**

## Fantastic Foods Soup Cups: New Bigger Size

These great choices now come in a larger size—perfect for a quick lunch (previously they were in smaller, snack-size cups). They're vegetarian, all-natural, and contain no preservatives or MSG.

### 1 Cha-Cha Chili Big Soup.

A hearty, low-fat vegetarian chili that delivers authentic taste and bite.

Ingredients: Dehydrated pinto beans, textured soy protein, dehydrated vegetables (potatoes, tomato powder, onions, red and green bell peppers), spices, garlic, sea salt, natural flavors. (may contain native tapioca starch and canola oil), yeast extract.

**WF GF Vegan Kosher** ..... 3.3 oz Meal Cup **\$1.79**

### 2 Broccoli & Cheddar Big Soup.

Broccoli, potatoes, carrots, onions and garlic are accented by a tangy splash of buttermilk and creamy cheddar.

Ingredients: Dehydrated vegetables (potatoes, broccoli, carrots, garlic, onions, celery), whey, nonfat milk, dehydrated cheddar cheese (milk, cheese culture, salt, enzymes) brown rice syrup powder, buttermilk, sea salt, butter, guar gum, natural flavors, yeast extract, spices, xanthan gum, lactic acid powder, annatto.

**WF GF Vegetarian** ..... 3.3 oz Meal Cup **\$1.79**

**Our new easy-to-remember web address:  
[www.food4eliacs.com](http://www.food4eliacs.com)**

## New Store Progressing



Masonry contractor John Sackerson checks the alignment as he builds one of the support walls for our new freight lift. This part of the project involves major structural alterations, including cutting a 6 foot by 6 foot opening in the 11" thick concrete floor just above where Mr. Sackerson is standing.

Preparations for our move to 3114 S Chase Avenue continue. A major structural alteration is being completed to allow installation of a hydraulic freight lift that will be used to transfer pallets of merchandise between the two levels of the building. The freight lift itself is being fabricated in Milwaukee and is scheduled for installation in late March.

Most of the new interior partitions are installed, and plumbing for the new ADA-compliant restroom has been roughed-in, awaiting tiling of the floors. We've also devoted a lot of time to "invisible" details, such as caulking windows and insulating exterior heating ducts on the roof of the building. Some electrical work remains, as well as minor modifications to the heating system, installation of the suspended ceilings, tiling of the floors, painting and varnishing, installation of the refrigeration equipment, and other miscellaneous tasks. We are now anticipating the move will be in late April. When the date for our move has been finalized we will announce it in the newsletter and on our website.

### Some Upcoming Events

**April 15-19, 2004—McLean, VA.** Defeat Autism Now! Annual Conference. <http://www.danconference.com/>

**April 17, 2004—Chicago, IL.** University of Chicago Celiac Disease Program fundraising luncheon at Wildfire Restaurant.

**May 2004—Various Locations.** Make Tracks for Celiacs Walk (fundraiser for celiac disease research).

**May 29-30, 2004—Halifax, NS.** Canadian Celiac Association National Conference. <http://www.celiac.ca>

**June 4-6, 2004—Portland, OR.** Gluten Intolerance Group Annual Education Conference. <http://www.gluten.net/events.asp>

**June 12, 2004—Farmington Hills (Detroit), MI.** Tri-County Celiac Sprue Association food fair. <http://www.tccsg.com>

## New! Gluten, Dairy & Soy-Free Chocolate Chips from EnjoyLife



At last! A rich and creamy chocolate chip that's free of milk products *and* soy, made in a dedicated gluten-free and nut-free facility. These small chips are great for baking and for making chocolate frosting.

Ingredients: Sugar, chocolate liquor, non-dairy cocoa butter.

**WF GF Soy Free Kosher Parve** ..... 10 oz Bag **\$3.29**

## New! Kettle Valley Real Fruit Bars

"Cool Fruits" fruit bars have been discontinued by the manufacturer, but we're pleased to offer this replacement: a snack that's as good tasting as it is good for you. Kettle Valley 100% Fruit Bars are made *entirely* of real fruit. Why settle for "fruity" snacks with added sugar and artificial ingredients when the real thing tastes better? (Note: these bars are more than twice the size of the Cool Fruits bars they replace, making them a better value). Choose from five varieties:

### 1 Strawberry

Apples, strawberry and apple concentrates and/or purees, natural flavor, natural color, lemon juice concentrate, ascorbic acid.

### 2 Raspberry

Apples, raspberry and apple concentrates and/or purees, natural flavor, natural color, lemon juice concentrate, ascorbic acid.

### 3 Wildberry

Ingredients: Apples; raspberry, strawberry, cherry, blueberry and/or blackberry concentrates or purees, natural flavor, natural color, lemon juice concentrate, ascorbic acid.

### 4 Apricot

Apples, apricot and apple concentrates and/or purees, natural flavor, natural color, lemon juice concentrate, ascorbic acid.

**WF GF** ..... 1.4 oz Bars **\$1.09**

## Some Products Discontinued Due To Possible Cross-Contamination

Gluten-Free Trading Company has discontinued **Ah!Laska** dry powdered cocoa mix because the manufacturer has moved production to a new facility and no longer guarantees it to be gluten-free. Ah!Laska liquid chocolate syrup is still gluten-free, and we continue to carry it. A customer has suggested an alternate dry cocoa mix that is gluten-free and dairy-free, and we in the process of sourcing this product.

We have also discontinued **Pumpkorn** dried pumpkin seed snack. This product line has been sold to a new company, and production has been moved to a different facility. It is no longer guaranteed to be gluten-free.

As of press time, we are seeking clarification about the status of several products from the Hain Celestial Seasonings Group, a major health food manufacturer. Customers have reported conflicting answers to their inquiries about whether these products are gluten-free or not. If further inquiries reveal problems, we will respond accordingly.