



# Gluten-Free Trading Co. Customer Update December 2004



Happy Holidays!

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

## It's Holiday Baking Time!



### Cause You're Special Classic Sugar Cookie Mix Just \$4.29

Get out the cookie cutters! This mix is an excellent starting point for old-fashioned holiday cookies. Made with microfine rice flour for exceptional texture, it's easy to use: just add butter or shortening and an egg, roll it out, cut into festive shapes, add colored sprinkles and bake!

Ingredients: White rice flour, sugar, potato starch, cornstarch, xanthan gum, cream of tartar, baking soda.

WF GF Milk Free ..... 11.3 oz bag ~~\$4.79~~ SALE \$4.29

## Gluten-Free Pantry Spice Cake and Gingerbread Mix

Rich and spicy, this mix makes an excellent base for gingerbread, or you can add pumpkin for pumpkin spice cake, or dried fruit, nuts, and a little bit of brandy for a traditional holiday fruit cake.

Gingerbread House Recipe -- Courtesy of The Gluten-Free Pantry

- 1 bag GFP Spice Cake & Gingerbread Mix
- 1 large egg
- 1/4 c. Crisco® Shortening
- 3 Tbs. molasses
- 3/4 tsp. ground ginger

Mix above ingredients to form a stiff dough, using fingers if necessary. Form dough into ball and flatten to 1 inch thick between 2 pieces of plastic wrap. Chill at least 2 hrs. Take half chilled dough and place on large piece of wax paper, sprinkled with rice flour. Lay second piece of waxed paper over the dough. Press down to start spreading out dough. With rolling pin, spread evenly in all directions to about 1/4 inch thick. Remove top piece of waxed paper. Using cookie cutters or other shapes (to resemble the walls, front and back of house) cut out all you want from flattened dough. Slide spatula under each shape and transfer to parchment lined baking sheet. Bake 350 for 10-12 minutes. DO NOT OVERBAKE. Allow to cool before removing. Decorate when cold.

Ingredients: Rice flour, granulated sugar, potato starch, brown sugar, tapioca flour, baking soda, spices (cinnamon, ginger, nutmeg, cloves), salt, xanthan gum.

WF GF Kosher (Dairy) ..... 14 oz bag \$4.49

Our new easy-to-remember web address:  
[www.food4celiacs.com](http://www.food4celiacs.com)

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## Ready-To-Eat Holiday Goodies

This year, indulge yourself with the finest gluten-free holiday bakery. Elegant and tasty cookies have become a holiday tradition at our store. This year's cookie choices may include selections from El Peto, Roh & Jo's, Panne Rizo, and Sterks. We're also working to bring you ready-to-eat fruitcakes, luscious biscotti, chocolate covered rum balls, and more. Due to high demand the selection will change almost daily, so please call or stop in for the most current choices.

### Great New Cookbook!

## The Gluten-Free Gourmet Cooks Comfort Food

by Bette Hagman



More than 200 recipes for creating old favorites with new flours. Comfort food. The title says it all. In this latest addition to the Gluten-free Gourmet series, Bette Hagman turns her hand to hearty, filling foods that were once off-limits to celiacs. Using the new gluten-free flours that are now available she puts old favorites such as macaroni and cheese, chicken pot pie, and lasagna back on the menu. Best of all, these more than two hundred all-new recipes are so mouthwatering delicious you won't believe they're gluten free.

316 Pages (Hardcover) ..... \$27.50

### REGULAR HOURS—THROUGH DECEMBER 19 Central Standard Time

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

### SPECIAL HOLIDAY HOURS—DEC 20 TO JAN 2

Monday, December 20 .....	10-1 & 2-7
Tuesday, December 21 .....	10-1 & 2-7
Wednesday, December 22 .....	10-1 & 2-7
Thursday, December 23 .....	10-1 & 2-7
Friday, December 24 (Christmas Eve) .....	10-1
Saturday, December 25 (Christmas Day) .....	CLOSED
Sunday, December 26 .....	CLOSED
Monday, December 27 .....	10-1 & 2-7
Tuesday, December 28 .....	10-1 & 2-7
Wednesday, December 29 .....	10-1 & 2-7
Thursday, December 30 .....	10-1 & 2-7
Friday, December 31 (New Year's Eve) .....	10-1
Saturday, January 1 (New Year's Day) .....	CLOSED
Sunday, January 2 .....	11-4

## Mix Up A Batch Of Holiday Treats!

Gluten-Free Trading Company stocks dozens of mixes for your holiday baking pleasure. Here are a few favorites to consider.



**Gluten-Free Pantry Orange Almond Biscotti Mix.** This mix makes 24 delicious not-too-sweet biscotti (twice baked Italian cookies). Great for traveling and dunking, baked biscotti may be stored at room temperature for 7-10 days, if they don't get eaten first!

Ingredients: White rice flour, sugar, sweet rice flour, almond flour, cornstarch, gluten-free baking powder, salt, xanthan gum, dried orange peel.

15 oz. Bag ..... **\$4.49**

**Gluten-Free Pantry Favorite Coffee Cake Mix.** A coffee cake that's sure to wow your tastebuds. Easy to prepare, this treat will become a favorite with friends and family alike.

Ingredients: Cake - Rice flour, potato starch, sugar, gluten-free baking powder (sodium acid pyrophosphate, sodium bicarbonate, monocalcium phosphate), baking soda, xanthan gum, salt. Topping - Sugar, white rice flour, brown rice flour, spices (cinnamon and nutmeg), xanthan gum.

21 oz Bag ..... **\$4.99**



**Chebe Cinnamon Roll-Up Mix.** This quick, easy and versatile mix is great for holiday treats! It can be used for a wide variety of creations such as cinnamon crisps, cinnamon roll-ups, and cinnamon cookies. It's gluten-free, milk-free, casein-free, yeast-free, and MSG-free.

Ingredients: Manioc (tapioca) flour, modified manioc starch, evaporated cane juice, cinnamon, iodine-free salt.

WF GF Milk Free ..... **7.5 oz bags \$3.09**



**Aunt Candice Roll-Out Sugar Cookie Mix.** Simple, tasty, and easy enough for a kid to make. Each package yields 3 dozen 2.5" cookies.

Ingredients: Gluten-free flour mix (white rice flour, potato starch, tapioca flour), arrowroot flour, xanthan gum, salt.

WF GF Milk-Free Soy Free Corn Free ..... **16 oz bag \$4.99**



**Namaste Spice/Carrot Cake.** A tasty blend that is free of several common food allergens. Each package makes two 9" round layers or one 9" x 13" sheet cake.

Ingredients: Sugar, brown sugar, sweet rice flour, arrowroot flour, tapioca flour, rice milk powder, baking soda, salt, cream of tartar, xanthan gum, cinnamon, nutmeg, cloves.

WF, GF, Milk Free, Corn-Free, Potato-Free, Soy-Free ..... **1 lb 6 oz bag \$6.19**



**Manna From Anna.** Created by chef Anna Sobaski from an ingenious blend of premium-quality ingredients, this bread mix wins universal praise from all who have tasted it: Smooth texture, rich flavor, and never crumbly.

**1 Original Recipe (Orange Package Border)**

Ingredients: Cornstarch, tapioca flour, powdered skim milk, chickpea flour, pinto bean flour, navy bean flour, sorghum flour, Montina flour (perennial bunch grass, achnatherum hymenoides), maple sugar, xanthan gum, salt, and gluten-free yeast.

**2 Wheat, Corn & Dairy Free Recipe (Green Package Border)**

Ingredients: Tapioca flour, arrowroot, chickpea flour, pinto bean flour, navy bean flour, sorghum flour, potato starch, Montina flour (perennial bunch grass, achnatherum hymenoides), maple sugar, xanthan gum, salt, and gluten-free yeast.

WF GF ..... **18.10 oz Bag \$8.59**

## These Guys Will Sweeten Your Holiday



**Ginger Gummy Guys from Let's Do Organics.**

These guys are just what the name suggests: gummy candies in the shape of a person. They are to candy what the Gingerbread Man is to cookies: a little sweet, a little spice, and a lot of fun.

Ingredients: Organic dehydrated cane juice, organic corn malt syrup, organic ginger powder, apple pectin, citric acid.

WF GF ..... **3.5 oz Box \$2.59**

## New Improved Prices on Bulk Baking Flour

We thought we couldn't improve on something as simple as bulk gluten-free flour, but we found a way to do it: the same great quality at a new lower price!

- 1 5 Pounds White Rice Flour ..... \$8.49**
- 2 5 Pounds Brown Rice Flour ..... \$10.49**
- 3 5 Pounds Sorghum Flour ..... \$13.49**
- 4 5 Pounds Tapioca Starch Flour ..... \$8.99**
- 5 4 Pounds Rolled Rice Flakes (Poha) ..... \$11.99**

## Flavorganics Extracts

These top-quality, gluten-free extracts are ideal for all your baking projects, during the holidays and year-round.

- 1 Flavorganics Almond Extract ..... 2 oz bottle \$5.29**  
Ingredients: Organic alcohol, water, bitter almond oil.
- 2 Flavorganics Lemon Extract ..... 2 oz bottle \$5.29**  
Ingredients: Distilled water, organic alcohol, organic lemon oil.
- 3 Flavorganics Orange Extract ..... 2 oz bottle \$5.29**  
Ingredients: Organic alcohol, water, organic orange oil.
- 4 Flavorganics Peppermint Extract ..... 2 oz bottle \$5.29**  
Ingredients: Distilled water, organic alcohol, organic peppermint oil.

## New! Vanilla Animal Cookies

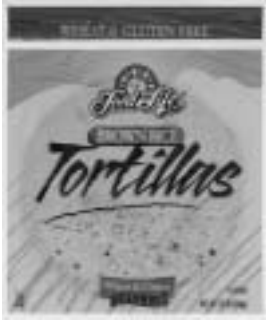


EnviroKidz Vanilla Animal Cookies are a great treat with a glass of milk, fruit juice or just by themselves. They're perfect for after school or after a meal. A delicious bitesize cookie that's fun to eat. And, if you look carefully you might even see a baby cheetah, gorilla, panda or koala staring back at you.

Ingredients: Organic evaporated cane juice, organic brown rice flour, organic corn flour, organic palm oil, organic cornstarch, organic low fat soy flour, organic corn syrup, organic vanilla and natural flavors, sea salt, sodium bicarbonate (leavening agent), soy lecithin (added as an emulsifier), xanthan gum, organic cinnamon, tocopherols (natural vitamin E) added to enhance freshness.

WF GF ..... **9 oz Box \$4.69**

## New Gluten-Free Wraps & Rice Flour Tortillas



At last a full size tortilla, perfect for wraps, burritos, and quesadillas. Don Pancho Wraps are shippable but fragile. Food for Life Brown Rice Tortillas are frozen and not shippable. For best results, both kinds should be warmed before using.

**1 Food For Life Brown Rice Tortillas**  
 Ingredients: Brown rice flour, filtered water, tapioca flour, safflower oil, rice bran, vegetable gum (xanthan, cellulose), sea salt.  
**WF GF ..... 6 count \$2.89**

**2 Don Pancho Wraps**  
 Ingredients: Pregelatinized rice flour, water, partially hydrogenated soybean and cottonseed oils, corn flour, potato flour, baking powder (corn starch, sodium aluminum sulfate, acid phosphate of calcium), dextrose, preservatives (sodium propionate, and fumaric acid), salt, cellulose gum, mono-diglycerides.  
**WF GF ..... 8 count \$4.89**

## New! Ian's Chicken Nuggets and Fish Sticks

We've received many requests for these tasty, quick, kid-friendly lunches. And here they are! As well as being gluten-free, they are dairy--free, egg-free, nut-free, and soy-free. *Sorry, not shippable.*

**1 Ian's Fish Sticks**  
 Ingredients: Fish sticks (pollock, milled corn, evaporated cane juice, sea salt, caramel, yellow corn flour, corn starch, sea salt, baking powder, spices, granulated garlic). Cooked in canola oil.  
**8 oz box ..... \$5.89**



**2 Chicken Nuggets**  
 Ingredients: Chicken nuggets (skinless, boneless, chicken breast with rib meat), canola oil, water corn crumbs (milled corn, evaporated cane juice, sea salt, caramel), sea salt. Coated and battered with (milled corn, evaporated cane juice, sea salt, caramel, yellow corn flour, corn starch, sea salt, baking powder, spices). Cooked in canola oil.  
**8 oz box ..... \$5.89**

## Mary's Gone Crackers



A crisp delicious cracker with a rich nutty flavor. Wheat-free, Gluten-free and organic. Made of whole grain brown rice, quinoa, flax seeds and brown sesame seeds, with no added fat. Satisfying on their own or with your favorite toppings. Always hold their crunch. Unlike any other cracker you've ever had--they will soon become a staple in your cupboards.

Ingredients: Organic short grain brown rice, organic whole quinoa, organic brown flax seeds, organic brown sesame seeds, filtered water, organic wheat-free low sodium tamar (water, whole organic soybeans, salt, organic alcohol), sea salt.  
**WF GF ..... \$4.49**

*"Rice is the best food for the soldier."*  
 —Napoleon I

*"There is no love sincerer than the love of food."*  
 —George Bernard Shaw

## Introducing Mrs. Leepers Pasta & Sauce Mixes!



At last: gluten free version of Hamburger Helper! Just add meat, water, and milk; serve with a salad and you have a complete meal. Each flavor is ready in 15 minutes.

**1 Cheeseburger Mac.**  
 A classic American favorite in a zesty cheese sauce.  
 Ingredients: Rice pasta (Organic brown rice flour, organic white rice flour), cheeseburger seasoning: whey, modified corn starch, salt, tomato powder, nonfat dry milk, onion powder, sugar, rice flour, autolyzed yeast and dried yeast, natural butter flavor, natural flavor, garlic powder, citric acid, extractives of turmeric, annatto and paprika, carmel color.  
**Contains milk ingredients**

**2 Creamy Tuna.**  
 Tender lasagna nestled in a flavorful cream sauce.  
 Ingredients: Corn pasta (Organic corn flour), creamy tuna seasoning: cream, corn starch, salt, onion powder, nonfat milk, sugar, vitamin A Palmitate, soybean oil, sodium phosphate, dried parsley, soy lecithin, guar gum, spice, turmeric extract (color), ascorbyl palmitate, spice extract, tocopherols (to help protect flavor).  
**Contains soy and milk ingredients**

**3 Beef Lasagna.**  
 A classic Italian favorite in a cheesy tomato sauce.  
 Ingredients: Corn pasta (Organic corn flour), lasagna seasoning: tomato powder, sugar, salt, potato starch, whey, autolyzed yeast extract, onion and garlic powder, hydrolyzed soy protein, citric acid, spices, beet powder, extractives of turmeric and paprika, natural flavor, lactic acid, xanthan gum, carmel color.  
**Contains soy and milk ingredients**

**4 Chicken Alfredo.**  
 Fettuccine lathered with rich Alfredo sauce.  
 Ingredients: Rice pasta (Organic brown rice flour, organic white rice flour), Alfredo seasoning: whey, corn starch, cream, salt, cheddar/romano/parmesan cheeses (pasturized milk, cheese cultures, salt, enzymes), nonfat milk, sodium phosphate, garlic powder, soybean oil, natural flavors, vitamin A Palmitate, dried parsley, milk protein concentrate, skim milk cheese (pasturized skim milk, cheese cultures, salt, enzymes), diposium phosphate, spice, citric acid, soy lecithin, ascorbyl palmitate, tocopherols (to help protect flavor) .  
**Contains soy and milk ingredients**

**5 Beef Stroganoff.**  
 Tender rice pasta smothered in a classic cream sauce.  
 Ingredients: Rice pasta (Organic brown rice flour, organic white rice flour), strganoff seasoning: sour cream powder [sour cream (cream, cultures, lactic acid), nonfat milk, citric acid, disodium phosphate, natural flavor], potato starch, salt, rice flour, onion and garlic powder, whey, sugar, corn syrup solids, dextrose, whey protein concentrate, dehydrated parsley, carmel color and autolyzed yeast..  
**Contains milk ingredients**

**WF GF ..... 8.32 oz. Box \$2.99**

*"Every man should eat and drink and enjoy the fruit of all his labor; it is the gift of God."*  
 —Ecclesiastes III, 13

## Gift Certificates Available

**Gluten-Free Trading Company Gift Certificates**  
 Available In Any Denomination  
 Redeemable In The Store and By Mail Order

# Hot Cereals for Cold Mornings

## New AltiPlano Gold Instant Hot Cereals

AltiPlano Gold's instant quinoa hot cereals are ready in minutes for a warm and satisfying breakfast. With their convenient single-serve packets, great tasting nutrition is as close as your tea kettle or microwave. It's just the thing to take the bite out of a cold Wisconsin winter. Brrrr.

**1 Oaxacan Chocolate**

Ingredients: Organic flaked quinoa, organic dried banana, organic sugar, organic cocoa powder, organic cinnamon, organic vanilla powder, organic spices and kosher sea salt.

**2 Chai Almond**

Ingredients: Flaked quinoa\*, crystallized ginger, almonds, sugar\*, natural vanilla powder, cinnamon\*, spices\* and kosher sea salt\*.

**3 Spiced Apple Raisin**

Ingredients: Flaked quinoa\*, raisins, dried apples, sugar\*, cinnamon\*, and kosher sea salt\*.

**4 Variety Pack** The Variety Pack contains 2 packets each of 4 great flavors:

- *Spiced Apple Raisin*  
Ingredients: Flaked quinoa\*, raisins, dried apples, sugar\*, cinnamon\*, and kosher sea salt\*.
- *Orange Date*  
Ingredients: Flaked quinoa\*, dates\*, sugar\*, sunflower seeds\*, orange peel, cinnamon\*, kosher sea salt\*, and spices\*.
- *Chai Almond*  
Ingredients: Flaked quinoa\*, crystallized ginger, almonds, sugar\*, natural vanilla powder, cinnamon\*, spices\* and kosher sea salt\*.
- *Regular*  
Ingredients: Flaked quinoa\*

\* Organic ingredients. Manufactured in a facility that uses peanuts and tree nuts.

**WF GF Dairy-Free Soy Free** ..... 8 Packets **\$7.99**

## New Store Progressing

Preparations for our move to 3116 S Chase Avenue are continuing. New interior partitions, the ADA-compliant rest room, and the freight lift have been completed, along with all associated masonry, electrical and plumbing work. Final painting of the interior is underway. Installation of the floor tiles and suspended ceiling is about to begin. Unfortunately, the painting contractor did not complete the exterior painting before the weather turned cold and wet, so we will be opening with a wierd-looking, half-painted exterior. We are now anticipating that we will be able to move in by early February. When the date for our move has been finalized we will announce it in the newsletter and on our website.

# Stuffing Cubes

This year we offer two options for quickly and easily stuffing your Christmas goose, turkey, capon, or quail. Note: Last year our suppliers offered only limited quantities of these stuffing cubes. Please order early to avoid disappointment. Choose from two varieties:

**El Peto Stuffing Cubes.**

#ELP-017

These toasted bread cubes are pre-seasoned. Just add chicken stock or turkey broth to make perfect stuffing. Shippable.

Ingredients: Gluten-free flour mix (corn starch, white rice flour), water, sunflower oil, xanthan gum, salt, gluten-free seasoning, dried onions, gluten-free yeast.

**WF GF** ..... **10.5 oz Bag \$4.49**

**Gluten-Free Pantry Stuffing Cubes.**

Ingredients: Chickpea flour, corn starch, tapioca starch, water, canola oil, eggs, sugar, xanthan gum, salt, cream of tartar, yeast, onion powder, paprika, celery seed, thyme, rosemary, sage.

**WF GF** ..... **14 oz Bag \$7.79**

### Please Order Early This Holiday Season



■ 1 Day □ 2 Days □ 3 Days □ 4 Days □ 5 Days □ 6 Days □ 7+ Days

### FedEx Ground Shipping Times From Milwaukee

Source: FedEx



***Wishing You A Happy  
Holiday Season,  
Health & Prosperity  
In the New Year!***

*Linda, John, Joanne,  
Pam, Jim, Mary & Traci*

