



Gluten-Free Trading Co. Customer Update August-September 2005

**OPEN
HOUSE
SEPT 17**

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Gluten-Free Trading Co. • 3116 S Chase Ave • Milwaukee WI 53207 • 1-888-993-9933 • 414-747-8700 • info@food4celiacs.com

Store Reopens In New, Larger Location

More Than 2 Years in the Making



After many delays and false-starts, on June 4, 2005 Gluten-Free Trading Company relocated to 3116 South Chase Avenue in Milwaukee. Situated in a pleasant commercial area in the Bay View

neighborhood on Milwaukee's south side, the new location is nearly four times the size of our former store at Sixth and Lincoln.

With the help of store staff and dedicated volunteers, the vast majority of the moving was completed in one weekend. Most of the tedious process of re-setting the merchandise was done the following Monday, and the new store was up and running (though a bit disorganized) on Tuesday. **A huge thank-you to everyone who helped with the move including Alane, Anne, CC, Charley, Dave, Jim, Pam, Sandy, Sue, and Traci.** It was a tough couple of days but your help made it *much* easier!

The new store is on the corner of Chase Avenue (Highway 38) and Oklahoma Avenue, approximately 1 1/2 miles south of the old location. The building was originally constructed in late 1967 and early 1968 to house Nordberg Credit Union, a financial institution serving employees of the nearby Nordberg Manufacturing Company. Founded in 1886 by Finnish immigrant Bruno Nordberg, it was one of the prominent old-line Milwaukee manufacturing companies. During the era of steam power in the late 19th and early 20th centuries Nordberg made stationary steam engines—ranging in size from large to enormous—for power plants, waterworks, and mining operations. As technology turned toward diesel power the company began producing house-sized engines for the US Navy and rock crushers for the



Sue packs up pasta as Jim (background, right) and Sandy (background, right) tackle one of the larger shelving units and Dave (right edge of photo) rolls a load out to the truck.

mining industry. In recent years Nordberg was acquired by Metzo Minerals, which sold the former credit union building to us as part of its efforts to consolidate the Nordberg operations with its other plants worldwide. Rock crushers are still being sold under the Nordberg name, but the former Nordberg company site diagonal to our store is now Chase Avenue Commerce Center, home to Bucyrus International, a company that makes specialized mining equipment for export to Brazil, China and other countries.

Converting our building from credit union to gluten-free store required a fairly significant effort. Only part of this effort is visible to customers. One of the behind-the-scenes improvements was adding a freight dock and dock door. Equally important was the installation of a freight lift to allow transfer of pallets between the upper and lower levels of the building. (After receiving proposals from several lift manufacturers around the country, we decided to purchase our lift

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BEFORE: The main entrance in 2003.



AFTER: The same location on August 6, 2005.



**Join Us for An Open House
Saturday, September 17, 2005
1:00 pm - 4:00 pm**

As we settle into our new location, Gluten-Free Trading Company invites you to join us for an Open House on Saturday, September 17, 2005 from 1:00 pm to 4:00 pm at the store.

This casual event will be a chance to mingle with other people with celiac disease and food allergies, as well as parents of GFCF kids. There will be plenty of munchies – we'll be sampling new products and some old favorites, too. If you'd like to help bake off some mixes for this event, please give us a call.

**Going the Distance
For Families with Celiac Disease**



It's no secret that celiac disease is severely under-diagnosed in the United States. This year Mary Lassila and Brian Israel are *Going the Distance* to do something about it. Mary and Brian are the 2005 Chair and Treasurer of the advisory board for the University of Chicago Celiac Disease Program (UCCDP), a small non-profit organization dedicated to raising celiac disease diagnosis rates and meeting the critical needs of people with the condition through education, research and advocacy. Mary & Brian have committed to bicycle **1000 miles** to raise money to support UCCDP's mission. You can find out more about UCCDP, track Brian and Mary's progress, and make a pledge online at www.1k4cd.com.

Too Many Tomatoes? Make Gazpacho!

The Spanish products featured elsewhere in this newsletter got us thinking about gazpacho, a colorful and delicious cold soup that's an excellent way to use up late summer's overabundance of tomatoes.

- 3-4 Large or 5-6 Medium Tomatoes
- 3 Medium Cucumbers
- 2 Medium Mild Bell Peppers (red, yellow, orange, and/or green)
- 1 Small Red Onion
- 1 Tablespoon Olive Oil
- 1 Tablespoon Apple Cider Vinegar
- 1/4 teaspoon Salt
- Dash of Black Pepper
- Dash of Cayenne Pepper (Optional)

Wash and coarsely chop the vegetables, leaving the skins on. Mince the onion. Tightly pack about half the tomatoes in the bottom of a blender, followed by half the cucumbers and half the peppers. Blend the vegetables at low speed (CHOP setting) until they are partially liquefied, with some quarter-inch pieces left. Empty the blender contents into a bowl and repeat with the other half of the vegetables. After emptying the blender the second time, collect about 1 cup of liquid from the veggies and place it in the blender. Add the onion, olive oil, and vinegar and blend at high speed until completely mixed. Stir the onion mixture into the vegetables and add salt, pepper, and cayenne to taste. Serve cold. Keeps in fridge for 2-3 days.



STORE & CATALOG HOURS (CENTRAL TIME ZONE)

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

Lots of New Crackers

The extra space in our new store has made it possible to begin adding more items. One of the first places this has happened is the cracker department, where old standbys like Bi-Aglut, Ener-G, Glutano, & Schär now sit beside many new choices. Here are a few of them:

Mary's Gone Crackers are crispy wheat-free, gluten-free organic crackers made without added oils or fats. The Original flavor has been on our shelves for several months, and now it's joined by four new varieties:



- ① Caraway. #MGC-011
A rich nutty flavor that will bring back memories of rye bread.
Ingredients: Short grain brown rice, whole quinoa, water, brown sesame seeds, brown flax seeds, whole caraway seeds, wheat-free low-sodium tamari (water, soybeans, salt, alcohol), sea salt.
- ② Onion. #MGC-012
Infused with the sweet and savory essence of roasted onions.
Ingredients: Short grain brown rice, whole quinoa, brown flax seeds, brown sesame seeds, water, onions, wheat-free low-sodium tamari (water, soybeans, salt, alcohol), minced dried onions, sea salt.
- ③ Herb. #MGC-013
Rich nutty flavor enhanced with the taste of fresh organic herbs.
Ingredients: Short grain brown rice, whole quinoa, brown flax seeds, brown sesame seeds, water, garlic, herbs, wheat-free low-sodium tamari (water, soybeans, salt, alcohol), sea salt.
- ④ Black Pepper. #MGC-015
Rich nutty flavor with the heat that black pepper lovers will enjoy.
Ingredients: Short grain brown rice, whole quinoa, brown flax seeds, brown sesame seeds, water, wheat-free low-sodium tamari (water, soybeans, salt, alcohol), sea salt, black pepper.

WF GF Milk-Free Organic 6.5 Oz Box \$4.49

Kitchen Table Bakers Gourmet Cheese Crackers are thin, crispy crackers that contain no grains. The main ingredient is fine quality aged cheese that has been baked. There are 6 flavors:

- Garlic
- Italian Herb
- Sesame
- Onion Poppy
- Aged Parmesan
- Rosemary (coming soon)

WF GF Sugar-Free 3 Oz Clamshell \$6.39

Orgran Rice & Garden Herb Crispbread is a puffy slice made from rice & corn with a hint of savory herbs. Its light, crunchy texture is good as a snack or as part of a meal, and it's great for dips.

Ingredients: Rice flour, corn flour, herbs 2% (oregano, sage, thyme, pepper, garlic, paprika, turmeric), sea salt.

WF GF Sugar-Free Low-Fat 7 Oz Packet \$3.19

Edward & Sons Brown Rice Snaps—Salsa. The various flavors of thin, crunchy crackers from Edward & Sons have been a standby since our store first opened in 2000. Now they're joined by a spicy new flavor: Salsa.

Ingredients: Brown rice flour, white rice flour, safflower oil, tomato, evaporated cane juice, sea salt, green bell pepper, paprika, red bell pepper, citric acid, onion, jalapeño, cilantro extract, garlic, parsley, coconut oil, red pepper, cumin, black pepper, bay leaf.

WF GF Low-Fat Low-Sodium Organic 3.5 Oz \$3.89

Licorice Vines Grow on the Candy Tree

Licorice lovers rejoice! At last there's a gluten-free licorice in the classic vine shape: Candy Tree Organic Licorice Vines. Two flavors:

- ① Cherry #CC-010
Ingredients: Corn syrup, rice flour, rice starch, natural flavor (licorice extract, anise seed oil), carnauba wax.
- ② Black Licorice #CC-210
Ingredients: Corn syrup, rice flour, rice starch, concentrated fruit juice (cherry, apple, elderberry), natural cherry flavor, carnauba wax..

WF GF Sugar-Free Organic 2.6 oz Packet \$2.59

Introducing Sanaví

A few years ago a Gluten-Free Trading Company customer visited Spain and discovered Harasín (pronounced harra-SEEN), an exceptional line of gluten-free products made by a company called Sanaví (sanna-VEE). She brought us a sample of RosCeli cookies, one of the company's signature products. Today we're pleased to introduce the Harasín product line to all our customers!



Sanaví is one of Europe's premier makers of products for restricted diets. The name comes from the Spanish words "sana" [healthy] and "vida" [life]. It's more than just a slogan. In the bakery Sanaví utilizes an ISO-9000 certified quality control process to ensure that every Harasín product complies with the strictest gluten-free standard. Then when the baking is finished, every batch is tested by an independent lab to assure that the gluten content is less than 0.002%.

Harasín is a contraction of the words "harina" [wheat flour] and "sín" [without]. In addition to being wheat- and gluten-free, many Harasín items are also casein-free. There are more than a dozen products, and we don't have enough space to list them all this month, but here are some highlights. *And don't miss the \$1.00 off coupon at the bottom of the page—good through September 30.*

Cookies



RosCeli. #SV-308
A delicious ring-shaped cookie with a vanilla-cream flavor, RosCeli is wheat-free, gluten-free, and casein-free. RosCeli cookies are individually wrapped—an excellent choice for school lunches or office snacks.

Ingredients: Corn flour, corn starch, cane sugar, vegetable oils (hydrogenated sunflower, olive), potato starch, rice starch, soy flour, eggs, thickener (carboxymethyl cellulose), artificial flavor, iron and vitamins B1, riboflavin [B2], B6 and niacin.

WF GF Milk-Free 7 Oz Box **\$4.29**



CeliChip. #SV-319
Ahoy! Here's a tasty after-school snack: a bite-size cookie with lots of little chocolate chips.

Ingredients: Mixed vegetable oils (hydrogenated sunflower, soy and palm; olive oil), corn starch, cane sugar, potato starch, rice starch, chocolate chips 8.2% (sugar, cocoa mass, cocoa butter, powdered de-fatted cocoa, lecithin and vanillin), rice flour, corn flour, soy flour, eggs, thickener (carboxymethylcellulose), artificial flavor. *May contain traces of peanuts, dried fruits, and milk.*

WF GF 5.3 Oz Box **\$4.29**

Almond Cookies. #SV-307

Bullfights, olives and almonds—these are the passions of Spain. Sanaví can't put the bulls in a box, but they do make a classic Spanish cookie using sweet almonds grown under the Mediterranean sun, with hints of lemon & cinnamon. ¡Olé!

Ingredients: Cane sugar, corn starch, corn flour, partially hydrogenated vegetable oils, eggs, potato starch, soy flour, rice starch, finely ground almonds, inulin (vegetable fiber), lemon flavor, cinnamon.

WF GF Milk-Free 8.8 Oz Box **\$4.59**

Vanilla Cookies (Bizcochos). #SV-301

A classic vanilla cookie in an oblong shape. Before the warm weather is over, enjoy a micro-vacation to a Mediterranean resort out on your own deck. These cookies will taste great poking out of a mound of vanilla ice cream, or on a saucer next to a fresh cup of café.

Ingredients: Cane sugar, corn starch, potato starch, egg, soy flour, corn flour, rice starch, mono- and diglycerides (emulsifier), sodium bicarbonate [baking soda], vanillin (an artificial flavoring).

WF GF Milk-Free 5.3 Oz Box **\$4.09**



Celigall Coconut Cookies. #SV-302
And now for something completely unique: a gluten-free cookie with the refreshing taste of coconut.

Ingredients: Potato starch, corn starch, cane sugar, partially hydrogenated vegetable oils, soy flour, corn flour, inulin (vegetable fiber), honey, leavening agent (ammonium carbonate), GF flavorings.

WF GF Milk-Free 5.3 Oz Box **\$4.09**

Delicias—Fruit-Filled Cookie Bars



Delicias are gluten-free fruit-filled cookie bars, very similar to Newtons (as in Strawberry Newtons). They are individually-wrapped and very, very yummy. There are three flavors: Strawberry, Apricot, and Cocoa Creme.

① **Strawberry.** #SV-311

Partially hydrogenated sunflower oil, corn flour, corn starch, cane sugar, fructose, strawberries (10%), potato starch, rice starch, lemon fiber, powdered cream (from cow's milk), soy flour, egg, gelifiers (pectin and alginate), xanthan gum, vanillin (an artificial flavoring), potassium sorbate (to maintain freshness), citric acid, natural color (carmine).

② **Apricot.** #SV-318

Apricot filling (apricot 35%, sugar syrup and artificial flavor), partially hydrogenated sunflower oil, corn flour, corn starch, potato starch, rice starch, cane sugar, powdered cream (from cow's milk), soy flour, egg, vanillin (an artificial flavoring), xanthan gum.

③ **Cocoa Creme (chocolate).** #SV-310

Cocoa creme with hazelnuts 39% (sugar, hydrogenated soybean oil, hazelnuts, powdered milk, cocoa and vanilla), hydrogenated sunflower oil, corn flour, corn starch, potato starch, rice starch, cane sugar, powdered cream (from cow's milk), soy flour, egg, vanillin (an artificial flavoring), xanthan gum.

WF GF 5.3 Oz Box **\$4.49**

Pastas

Sanaví's Harasín pastas use a formulation very similar to Bi-Aglut, but cost less. They are available in four shapes including Spaghetti, Penne, Alphabets (for making alphabet soup) and Fideos. The latter are short "grass" noodles that can be used in soup or mixed with rice to make savory "rice and 'roni" side dishes.

① **Spaghetti.** #SV-314

② **Penne.** #SV-313

③ **Alphabets.** #SV-316

④ **Fideos.** #SV-315

Ingredients: Rice flour, corn starch, soy flour, mono- and diglycerides (emulsifier).

WF GF Milk-Free 17.6 Oz Bag **\$7.39**

Back To School With Sanaví

\$1.00 OFF

ONE PACKAGE OF
ANY SANAVÍ PRODUCT

Limit One Coupon Per Visit
Valid Through Sept 30, 2005

Ordering by phone, mail or internet? Don't want to cut up your newsletter? Simply mention this coupon to receive this special value.



Construction Snail says, "I finished the renovations."



Moving's not the cleanest job: John demonstrates a feature of the moving truck's lift gate that was not mentioned in the instructions.

WE'VE MOVED—Continued from Page 1

from the market leader, Milwaukee-based Pflow Industries; we later learned that one of the craftsmen who built our lift is a Gluten-Free Trading Company customer).

In the public areas of the store, old wood paneling was removed and European-style stucco was applied to the walls. A new customer restroom was installed, and the floors were re-done with Italian ceramic tiles and red oak baseboards.

Improvements were also made in the offices as well as behind-the-scenes upgrades to the building's electrical system. Amazingly, the since its completion in 1968 no part of the building had ever been repainted, so a complete repainting inside and out was a must.

Work on the building is not yet fully complete. The most urgent item is improving the signage—especially for customers coming southbound on Chase Avenue—where the view of our building is blocked by the neighboring Long Trail Tavern. Other forthcoming improvements include improved accessibility for shopping carts and wheelchairs, decorative touches to the exterior, and completing the renovations of our offices.

The new location is convenient to a number of other businesses. We are across the street from a Jewel supermarket and an Osco drug store. Taqueria Azteca, an authentic Mexican restaurant with several gluten-free menu choices is literally around the corner. A Wendy's restaurant is located across the street. A Target department store is located about 1/4 mile north of us on Chase Avenue. Our neighbor to the south is the Long Trail Tavern, with its distinctive antique Blatz Beer sign. Other nearby properties include an Arby's restaurant and a Citgo gasoline station. With the exception of the Chase Avenue Commerce Center, the remainder of the area is residential.

As for our old location, we were pleased to learn that the landlord, Milton Rivera plans to move in his locksmith shop from its current site next door. He then plans to open a sandwich shop in the storefront currently occupied by the locksmith business. We wish him great success, and hope that his businesses foster the continued vitality of the Lincoln Avenue commercial area.

For technical reasons we were not able to keep our old local phone and fax numbers. Our new telephone number is 414-747-8700 and the fax number is 414-747-8747. Our toll-free number remains 888-993-9933. (To help us keep costs down, please use our local number if you are calling from the Milwaukee area or if you have a flat-rate long distance plan). Our website and e-mail remain the same.

How To Find Us

Our new store is located on the south side of Milwaukee in a neighborhood called Bay View. It's close to I-94—you can see the freeway from the store.

From Chicago. Take I-94 north to Milwaukee. We are a few minutes past the airport exit. Use Exit 314AB, "Holt/Howard Avenue". Follow the frontage road past Howard to Holt and turn right (east) at the end of the ramp. THEN FOLLOW THE *GENERAL DIRECTIONS FROM I-94* AT THE BOTTOM OF THIS PAGE.

From Green Bay, the Fox Valley, and the Northern Milwaukee Suburbs. Take I-43 south to downtown Milwaukee. Go straight through the main interchange in downtown Milwaukee (the Marquette Interchange—currently being rebuilt), where I-43 combines with I-94. Proceed south on I-43/94 and take the fourth exit, Exit 314A, "Holt Ave": Once on the exit ramp stay to the left, following the signs for Holt Avenue eastbound (you will cross over Holt and then the ramp will loop around and merge into Holt). THEN FOLLOW THE *GENERAL DIRECTIONS FROM I-94* BELOW.

From Madison and the Western Milwaukee Suburbs. Take I-94 east to downtown Milwaukee. At the main interchange in downtown Milwaukee (the Marquette Interchange—currently being rebuilt), I-94 curves southward and combines with I-43. Proceed south on I-43/94 and take the fourth exit, Exit 314A, "Holt Ave". Once on the exit ramp stay to the left, following the signs for Holt Avenue eastbound (you will cross over Holt and then the ramp will loop around and merge into Holt). THEN FOLLOW THE *GENERAL DIRECTIONS FROM I-94* AT THE BOTTOM OF THIS PAGE.

From Rockford, Beloit, and Janesville. Take I-43 northeast to Milwaukee. On the southwest side of Milwaukee County, I-43 combines with I-894 and continues east. A few miles later (near the Milwaukee airport), I-894 ends and I-43 combines with I-94. At this point keep left, following the signs for "I-43 North / I-94 West" You will be heading north, toward downtown Milwaukee. After merging get into the right lane as soon as possible - you will be taking the next exit which is 314AB, "Holt/Howard Avenue". Follow the frontage road past Howard to Holt and turn right (east) at the end of the ramp. THEN FOLLOW THE *GENERAL DIRECTIONS FROM I-94* BELOW.

General Directions from I-94. About 2 blocks after exiting I-94 to eastbound Holt Avenue, you will pass the site where a Home Depot is being built. At the next light all traffic must turn onto Chase Avenue (Highway 38). Take a left (north) onto Chase and go two blocks to the corner of Chase & Oklahoma. Our store is near the corner on your right (the east side of the street). The store is hard to see from Chase, but our neighbor the Long Trail Tavern is easy to spot with its antique Blatz Beer neon sign.

Parking. There are three parking spots directly behind our store (access is from the alley off Chase, Burrell, or Euclid). The owners of Taqueria Azteca have kindly indicated that our customers may park in their lot when the restaurant is not busy (definitely not after 4 pm). There is also ample street parking on Chase, Oklahoma, and Burrell. Please do not park in Long Trail Tavern's lot.

