



# Gluten-Free Trading Co.

## Customer Update

### November 2005



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

### Perfect for Stuffing: Cybros White Rice Bread Just \$2.79!



This month we are featuring Cybros White Bread—our favorite for making stuffing—at an exceptional price. It works well in traditional stuffing recipes—simply dice the bread (no need to dry it) and add chopped onions, celery, sage, pepper, salt, and turkey broth or chicken stock (plus chopped giblets if you like them). Now that the weather is cool, this all-natural honey-sweetened bread is shippable within a 2-day radius of Milwaukee.

Ingredients: Rice flour, water, honey, soybean oil, natural gum, salt, yeast. Note: This bread is produced in a bakery that also makes wheat products.

**WF GF ..... 16 oz Loaf \$3.29 SALE \$2.79**

### Stuffing Cubes



These toasted bread cubes are pre-seasoned for easy preparation. Just add chicken stock or turkey broth to make great gluten-free stuffing. We can ship them anywhere. *Last year we sold out of these cubes before Thanksgiving. Please order early or call ahead to confirm availability.*

#### El-Peto Stuffing Cubes

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

**WF GF ..... 10 oz Box \$6.69**

#### Celiac Specialties Stuffing Cubes

Ingredients: Bread (flour blend [rice flour, potato starch, tapioca starch], tapioca starch, corn starch, corn syrup, corn oil, water, honey, soy flour, egg whites, eggs, yeast, guar gum, baking powder), seasoning mix (organic brown rice flour, organic tapioca starch, organic tamar powder, unrefined sea salt, organic onion powder, organic garlic powder, nutritional yeast), parsley, onion, garlic, carrots, leeks, green pepper, fructose, sucane, black pepper, citric acid, nutmeg.

**WF GF ..... 8 oz bag \$7.89**

### Seasonal Frosted Cookies From Roh & Jo

Based in the Chicago area, Roh & Jo are bakers of elegant gluten-free treats. These large cookies are exquisitely hand-decorated with fun seasonal designs that are almost too pretty to eat. At press time we had a delightful selection of pumpkins, ghosts, bats, and haunted houses. Soon these will be replaced by turkeys and cornucopia. In mid November, Santas, Christmas trees, snowmen, and menorahs will begin arriving.



**WF GF ..... \$3.99**



### Tasty & Safe Gluten-Free Turkeys Available

Nowadays, most of the turkeys sold in supermarkets are pre-basted with various flavorings and moisture-retention ingredients. Sometimes the substances that have been injected into the meat contain wheat starch or barley malt. This year Gluten-Free Trading Company is taking the confusion out of finding a gluten-free turkey with this delicious poultry from Shelton's, "the standard of excellence since 1924." They contain just one ingredient: turkey!

Basting the turkey yourself is easy: about every half hour, simply use a kitchen brush or an old-fashioned rubber-bulb syringe to pick up some of the pan drippings and gently dribble them back onto the outside of the turkey (don't forget to cover the wingtips with aluminum foil so they don't overcook).

Shelton's turkeys are "free range" meaning that they are raised in open pens (not small cages). They are *never* fed or administered any antibiotics or artificial growth stimulants. Organic turkeys are also available at additional cost.

The turkeys are available for local pick-up only (not shippable) and pre-ordering is required, with a \$20 deposit. You may pre-order by phone. When calling, please be sure to indicate the desired size: extra-small (10-12 lb), small (12-14 lb), medium (14-16 lb), large (16-18 lb) or jumbo (20-22 lb). Your final cost will depend on the turkey's exact weight.

**WF GF Milk-Free ..... \$2.59 per Pound**

### Roads End Organics Gravy Mixes

These mixes are a quick, easy way to make cholesterol-free gravy. Choose from three varieties:



- 1 Golden Gravy Mix.** A great choice for poultry, biscuits & gravy, shepherd's pie, pasta, or stews. Ingredients: Brown rice flour\*, tapioca starch\*, tamar (soy sauce) powder\*, sea salt, onion powder\*, garlic powder\*, nutritional yeast. \*Organic.
- 2 Savory Herb Gravy Mix.** Try this variety with mashed potatoes, pasta, rice, or biscuits. Also for stews. Ingredients: Brown rice flour\*, tapioca starch\*, tamar (soy sauce) powder\*, sea salt, onion powder\*, garlic powder\*, nutritional yeast, thyme\*, parsley\*, rosemary\*. \*Organic.
- 3 Shiitake Mushroom Gravy Mix.** The bold flavor of Shiitake (she-TAH-key) mushrooms is great with pasta, potatoes, rice, biscuits, and stews.

Ingredients: Brown rice flour, tapioca starch, tamar (soy sauce) powder, sea salt, onion powder, shiitake mushrooms, garlic powder, nutritional yeast.

**WF GF Milk-Free Vegan Kosher Parve ..... 1 oz Packet \$1.09**

# A Cornucopia of New Products

## New Cream Soups from Health Valley



These delicious organic cream soups are great by themselves, and can also serve as a base for recipes. Note: These are ready-to-serve soups, not condensed soups (do not add water).

- 1 Cream of Mushroom** #HV-911  
 Ingredients: Filtered water, mushrooms\*, cream\*, rice flour\*, natural flavors (carrot\*, onion\*, celery\*, salt, autolyzed yeast, whey, butter), corn starch\*, sea salt, canola oil\*, mushroom concentrate, onion powder\*, parsley\*, white pepper\*, thyme\*. \*Organic.
  - 2 Cream of Chicken** #HV-912  
 Ingredients: Filtered water, cream\*, rice flour\*, chicken\*, soy protein\*, corn starch\*, chicken broth\*, salt, canola oil\*, celery concentrate\*, canola oil\*, autolyzed yeast\*, garlic powder\*, chicken flavor\*, onion powder\*, natural butter flavor, white pepper\*, thyme\*, bay leaves\*, turmeric\* (for color) \*Organic.
  - 3 Cream of Celery** #HV-913  
 Ingredients: Filtered water, cream\*, rice flour\*, natural flavors (carrot\*, onion\*, celery\*, salt, autolyzed yeast, whey, butter), corn starch\*, sea salt, canola oil\*, celery concentrate\*, autolyzed yeast, canola oil\*, onion powder\*, garlic powder\*, parsley\*, white pepper\*, turmeric\* (for color). \*Organic.
- WF GF ..... 14.5 Oz Can **\$2.59**

## New Clam Chowders from Health Valley



Delicious clam chowder made with organic ingredients—your choice of New England or Manhattan style. Note: These are ready-to-serve soups, not condensed soups.

- 1 New England Style Clam Chowder** #HV-903  
 Ingredients: Filtered water, milk, potatoes, clams, celery, corn starch, natural flavors (includes butter), evaporated cane juice, canola oil, salt, clam powder, autolyzed yeast extract, garlic powder, onion powder, parsley, white pepper, cayenne pepper.
  - 2 Manhattan Style Clam Chowder** #HV-902  
 Ingredients: Filtered water, tomatoes, potatoes, clams, carrots, tomato paste, celery, corn starch, canola oil, evaporated cane juice, clam powder, salt, natural flavors (includes yeast extract), garlic powder, onion powder, parsley, thyme, bay leaves, black pepper, cayenne pepper.
- WF GF ..... 15 Oz Can **\$3.39**

## We've Stocked Up: Save 50¢ On An Old Favorite



Just before press time, Gluten-Free Trading Company received a large shipment of a customer favorite: Heinz Cream of Tomato Soup from England. It's creamy warmth is always enjoyable on cool fall days. This month's sale price of 50¢ off the regular price makes it even more enjoyable!

- Heinz UK Cream of Tomato**  
 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 ~~\$2.89~~ **\$2.39**

## Extended Holiday Hours

To serve you better during the holiday season, we will be open on Mondays beginning November 14, 2005. We will be closed Thanksgiving Day (Nov 24) and the next day (Nov 25).

- Monday\*** ..... **OPEN! 10-1 & 2-7**
- Tuesday—Friday** ..... **10-1 & 2-7**
- Thursday Nov 24th & Friday Nov 25th** ..... **CLOSED**
- Saturday** ..... **10-5**
- Sunday** ..... **11-4**

\*Starting November 14, 2005

## New O's Cereals from Glutino

Several new gluten-free O's cereals are coming soon from various manufacturers. Gluten-Free Trading Company will stock them all. The first to hit the shelves is Glutino, with two flavors:



- 1 Apple-Cinnamon** #GAN-050  
 Ingredients: Corn flour, corn starch, cane juice, dried apples, canola oil, baking powder, apple and cinnamon flavor, honey, salt, d-alpha tocopheryl acetate and d-alpha tocopherol (Vitamin E). May contain traces of sesame, soy, and milk.
- 2 Honey Nut** #GAN-051  
 Ingredients: Corn flour, corn starch, cane juice, canola oil, d-alpha tocopheryl acetate and d-alpha tocopherol (Vitamin E), partially defatted almond meal, honey nut flavor, almonds, honey, baking powder, salt. May contain traces of sesame, soy, and milk.

WF GF ..... 10.1 Oz Box **\$6.19**

## New! Leda Bars

Leda Nutrition is a new company from Australia that specializes in foods that are "Deliciously Gluten Free." These convenient snacks taste great. They are produced in a dedicated gluten- and dairy-free facility, so they are suitable for casein-free diets. All bars are more than 50% fruit. They are low fat and are made from premium ingredients with no added sugar. The bars come in two sizes. The large bars are a fruity, cake-like slice with chunky pieces of real fruit. The Lite bars have a soft outer crust with jam-like filling.

### Large Bars

- 1 Banana** #LED-112  
 Ingredients: Gluten-Free flour mix (chick pea, corn, tapioca, rice), dried banana (12%), sultanas (raisins), dates, brown rice syrup, fruit concentrate (pear), inulin (from chicory) coconut, almonds, fructose, sodium bicarbonate (baking soda), flavor. May contain traces of nuts and soy.
- 2 Apple-Cinnamon** #LED-008  
 Ingredients: Gluten-Free flour mix (chick pea, corn, tapioca, rice), dried apple (8%), sultanas (raisins), dates, currants (raisins), brown rice syrup, fruit concentrate (pear), inulin (from chicory), citrus peel, fructose, raising agent - sodium bicarbonate, flavor. Contains sulfites. May contain traces of nuts and soy.
- 3 Apricot** #LED-007  
 Ingredients: Gluten-Free flour mix (chick pea, corn, tapioca, rice), dried apricot (12%), sultanas (raisins), dates, brown rice syrup, fruit concentrate (pear), inulin (from chicory) coconut, almonds, fructose, sodium bicarbonate (baking soda), flavor. Contains sulfites. May contain traces of nuts and soy.
- 4 Chocolate-Soy Chip** #LED-009  
 Ingredients: Gluten-Free flour mix (chick pea, corn, tapioca, rice), sultanas (raisins), dates, soy chocolate (9%) (soy solids, palm kernel oil, cocoa solids, fructose, soy lecithin), brown rice syrup, cocoa (4%), fruit concentrate (pear), inulin (from chicory), fructose, sodium bicarbonate (baking soda), flavor. May contain traces of nuts.

WF GF **Milk-Free Vegan** ..... 2.9 Oz (80 gram) Bar **\$2.29**

### Lite Bars

- 1 Blueberry** #LED-471  
 Ingredients: Sultanas (raisins), dates, milled chickpea, milled corn, milled tapioca, brown rice syrup, currants, blueberries (5%), fruit concentrate (pear), inulin (from chicory), fructose, canola oil, milled rice, natural flavor - raising agent - sodium bicarbonate. May contain traces of nuts and soy.
- 2 Apple** #LED-300  
 Ingredients: Sultanas (raisins), dates, milled chickpea, milled corn, milled tapioca, brown rice syrup, apple (7.5%), fruit concentrate (pear), inulin (from chicory), fructose, canola oil, milled rice, natural flavor, raising agent - sodium bicarbonate. Contains sulfites. May contain traces of nuts and soy.
- 3 Apricot** #LED-488  
 Ingredients: Apricot (24%), sultanas (raisins), dates, milled chickpea, milled corn, milled tapioca, brown rice syrup, fruit concentrate (pear), inulin (from chicory), fructose, canola oil, milled rice, natural flavor, raising agent - sodium bicarbonate. Contains sulfites. May contain traces of nuts and soy.
- 4 Chocolate-Orange (Staff Favorite!)** #LED-294  
 Ingredients: Sultanas (raisins), dates, chick pea flour, cocoa powder (7%), cocoa liquor, ascorbic acid (Vitamin C), sodium bicarbonate (baking soda), natural flavor. May contain traces of nuts and soy.

WF GF **Milk-Free Vegan** ..... 1.75 Oz (50 gram) Bar **\$1.89**

*Santa, our gluten-free cookbooks and gift certificates make great holiday gifts.*

## Thanks for Attending Our Open House!



The Open House to celebrate the move to our new store took place on the sunny afternoon of Saturday, September 17, 2005, with an extraordinary turnout! It was great to see so many old friends and meet many new faces as well.

Special thanks go to Bev Leiven, President of the Milwaukee Celiac Sprue Crew, who baked off a vast quantity of gluten-free mixes, brought balloons for the kids, organized the refreshments (including her now-famous gluten-free version of Chex mix), and kept the party rolling with her conversation and humor.

In addition to Bev's goodies, guests enjoyed a wide range of samples from Edward & Son's, Ener-G Foods, EnjoyLife Brands, Kinnickinnick, Leda, Pamela's, Sanaví, and other vendors.

Jim & John kept the samples coming while guests chatted about their favorite recipes and simply enjoyed the company of other people with celiac disease and food allergies. Meanwhile, Anne, Pam, Linda & Tracy all tried to get a few words in edgewise while ringing up customers.

The Open House was a lot of fun! We'd like to thank everyone who attended, and look forward to doing more events like it in the future!

## Gluten-Free Party Mix

One of the hits our Open House party was the gluten-free version of Chex® Mix made by Bev Leiven, leader of the Milwaukee Celiac Sprue Crew. This mix is easy to make and keeps well—an excellent item for football games, holiday parties, or general snacking. Dozens of people asked for a recipe, to wit:



- 6 tablespoons butter or margarine (do not use spread or tub products)
- 2 tablespoons gluten-free Worcestershire sauce (see below)
- $\frac{3}{4}$  teaspoon garlic powder
- 1  $\frac{1}{2}$  teaspoons GF seasoned salt
- $\frac{1}{2}$  teaspoon onion powder
- 1 cup mixed nuts
- 1 cup Ener-G or Glutino pretzels
- 1 cup of any combination of the following, broken into 1-inch pieces:
  - Bread Sticks: Glutino Bread Sticks, Sanaví Harisín Bread Sticks (Bastoncitos), or Schär Grissini
  - Crackertoast: Bi-Aglut Fette Tostate, Sanaví Harisín Lightly Toasted Slices, or Schär Fette Crocanti
  - Zweibach: Schär Fette Tostate
- $\frac{4}{2}$  cups Health Valley Corn Crunch-Ems cereal
- $\frac{4}{2}$  cups Health Valley Rice Crunch-Ems cereal

Heat oven to 250°F. Melt margarine in large roasting pan in oven. Stir in seasonings. Gradually stir in remaining ingredients until evenly coated. Bake 1 hour, stirring every 15 minutes. Spread on paper towels to cool. Store in airtight container. Makes 12 cups of party mix.

Microwave Directions: Melt margarine in large microwavable bowl uncovered on High. Stir in seasonings. Gradually stir in remaining ingredients until evenly coated. Microwave uncovered on High 5 to 6 minutes, thoroughly stirring every 2 minutes. Spread on paper towels to cool. Store in airtight container. (Because microwaves cook differently, time is approximate).

### Celebrate Our New Location With 99¢ Blowouts



When was the last time you found *anything* gluten-free for only 99 cents? To celebrate the move to our new location, we're featuring *two* great items at this rock-bottom price: Cornito Pasta and Ener-G Wylde Pretzels!

#### Cornito Pasta 99¢

With many gluten-free pastas costing over \$5.00 a bag, check out this incredible deal on top-quality organic gluten-free pasta. It's true! Cornito is only 99¢ for each 7 oz package. Local customers heard about this sale as part of our Open House announcement, but we're extending the date until November 30 to give our mail order customers a chance to get in on the savings, too. At press time the available shapes were: elbows, spirals, rainbow spirals, scrolls, rainbow scrolls, sea waves at sunset, and a few sea waves.



Ingredients: Corn flour, potato starch. \*\*Rainbow Rotini, Rainbow Scrolls, and Sea Waves at Sunset also contain dried spinach (green) and paprika (red).

#### Ener-G Wylde Pretzels — 4 Oz Size 99¢

Get ready for the game with these crunchy pretzel rings from Ener-G. They taste great and they're fun to eat.

Ingredients: Potato starch, corn starch, potato flour, rice flour, palm oil, corn glucose, modified corn starch, Ener-G baking powder (sodium pyrophosphate, sodium bicarbonate, potato starch, monocalcium phosphate), cellulose gum, bamboo fiber, salt, yeast.



### Our Prices for the Ingredients

#### Cereals

|                                      |          |        |
|--------------------------------------|----------|--------|
| Health Valley Corn Crunch 'Ems ..... | 18.75 oz | \$4.49 |
| Health Valley Rice Crunch 'Ems ..... | 17.5 oz  | \$4.49 |

#### Pretzel Options

|                                    |             |          |
|------------------------------------|-------------|----------|
| Ener-G Pretzels .....              | 2.65 oz bag | \$1.59   |
| Ener-G Sesame Pretzel Rings .....  | 2.65 oz bag | \$1.69   |
| Ener-G Wylde Pretzels .....        | 4 oz bag    | Sale 99¢ |
| Glutino Family Size Pretzels ..... | 14 oz bag   | \$6.89   |

#### Bread Stick & Melba Toast Options

|   |                            |        |
|---|----------------------------|--------|
| Bi-Aglut Fette Tostate .....                    | 8.5 oz                     | \$6.39 |
| Glutino Sesame Bread Sticks .....               | 5.3 oz                     | \$5.39 |
| Sanaví Harisín Bread Sticks (Bastoncitos) ..... | 7 oz box                   | \$4.29 |
| Sanaví Harisín Lightly Toasted Slices ....      | New Item: Call for Pricing |        |
| Schär Grissini .....                            | 5.3 oz                     | \$5.79 |
| Schär Fette Crocanti .....                      | 5.3 oz                     | \$4.99 |
| Schär Fette Biscotate (Melba Toast) .....       | 8.8 oz                     | \$7.69 |

#### Worcestershire Sauce

|   |               |        |
|---|---------------|--------|
| Wizard's Vegan Worcestershire Sauce ..... | 8.5 oz bottle | \$3.99 |
|---|---------------|--------|

## Taming Holiday Temptations

For celiacs and people with food allergies, it can sometimes seem like the Halloween demons stay around all the way through New Year's Day. As enjoyable as the holiday season can be, it can also become a test of willpower. Perhaps it's Aunt Mildred who insists that "just one spoonful" of her delicious gluten-laden stuffing "can't possibly hurt you." Perhaps it's feeling left out of the office Christmas cookie exchange. Regardless of the reason, the fact remains: if you have celiac disease (or a wheat allergy), it takes only a microscopic amount of gluten to mess up your gut.

Some people have peculiar attitudes about diets. There are many who overindulge during the holidays, gain several pounds, and then make a New Year's Resolution to try to lose them again. That simply doesn't work for celiacs. The gluten-free diet is a year-round, life-long medical necessity. In fact, medical studies show that even celiacs who experience no obvious symptoms from ingesting small quantities of gluten still undergo measurable intestinal damage that can lead to long-term health problems. It's difficult enough to avoid accidental gluten intake. Deliberate cheating (or getting pressured into eating something that contains gluten) can be considered an unnecessary health risk.

Here are a few proven strategies for getting through the holidays without compromising your gluten-free diet:

- **Eat a light meal before the event.** If you arrive hungry and it turns out that the only thing safe to eat is the ketchup, the temptation to cheat is greatly magnified!
- **Discuss the meal ahead of time; make it easy for your host/hostess.** Your diet is complicated, but you can make it easier for the person who's cooking by discussing the menu so that he/she can leave off gravies, croutons, and other things you can't eat. Arrange to bring appropriate substitutes so that your host doesn't have to learn gluten-free cooking overnight.
- **Bring a dish that's safe for you—even if you're not required to bring one.** A gracious host or hostess will seldom make a fuss if you show up with something extra. How about a bowl of gluten-free party mix (page 3), a tray of vegetables, a plate of cold boiled shrimp, or a basket of Chebe rolls? Not only will these be enjoyed by everyone at the party, you've made certain there will be food you can eat.
- **Keep some "portable" gluten-free items in your backpack, briefcase, purse, or car.** It's a big buffet spread, but there's no gluten-free bread, no potatoes, no rice. No problem: a quick jog to the car and you've got gluten-free crackers to eat with the roast beef and veggies, some individually-wrapped gluten-free cookies for dessert, and a snack bar in case you get hungry later.
- **Some disassembly required.** Take advantage of meal components that are gluten-free. In her classic book *Against the Grain*, author Jax Peters Lowell discusses ignoring the crackers and eating caviar with a spoon. Some of the non-celiacs followed Lowell's example and discovered they preferred it that way.
- **Be firm, but polite.** In any large gathering, there is bound to be someone who doesn't understand your situation and pushes you to try foods you shouldn't eat. Stand your ground and explain that it's a medical issue, not their cooking. Some people can't have sugar, salt, or alcohol; you can't have gluten.
- **Get together with other celiacs.** It may be disappointing not participate in the holiday cookie exchange at the office. But you can get together with other celiacs to trade holiday goodies, recipes, and good cheer. Ring up your local support group!

## Green Bay Selected for 2006 CSA Conference

The Celiac Sprue Association-USA (CSA-USA) has announced that their 2006 conference will be held in Green Bay, Wisconsin! This annual event brings together hundreds of celiacs from across the USA to hear about the latest medical findings regarding celiac disease, learn about gluten-free cooking techniques, enjoy gluten-free banquet meals, and sample the latest offerings from gluten-free food manufacturers.

The conference is currently set for October 6-8, 2006. It's our understanding that the date is subject to adjustment depending on the 2006 Green Bay Packers schedule, which will be firmed up after the NFL playoffs (due to limited hotel availability, the conference will take place on a date when the Packers are *not* playing at home).

The conference takes a full year to plan and organize. This big effort will be split among Wisconsin's three main celiac support groups, Fox Valley Celiacs, Madison Area Gluten Intolerance Chapter (MAGIC), and the Milwaukee Celiac Sprue Crew, with additional support from CSA's national office in Omaha.

## Milwaukee Yellow Pages Misprint

The 2005 Metro Milwaukee Yellow Pages incorrectly lists our old address and telephone number. The 2005 White Pages is correct: 414-747-8700.

## How To Find Our New Store

We are now located at 3116 South Chase Avenue on the south side of Milwaukee. That's the corner of Chase Avenue & Oklahoma Avenue (Chase is also called Highway 38).

The store is easy to reach from I-94: use Exit 314A, the Holt Avenue exit. After exiting the freeway go east on Holt past Home Depot. At the stoplight make a left (north) onto Chase and then go 2 blocks. We're near the corner on the right (east) side of the street.

We're next to the Long Trail Tavern, near the Mexican restaurant, Taqueria Azteca. We're across the street from Jewel and Arby's. There is free parking in back of our store (access is from the alley).

