



Gluten-Free Trading Co. Customer Update December 2005



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

It's Holiday Baking Time! **Cause You're Special** **Classic Sugar Cookie Mix** **Just \$3.99**



Get out the cookie cutters! This mix is excellent for old-fashioned holiday cut-out 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 \$3.99

Ready-To-Bake Cookie Dough

This year we will be stocking ready-to-bake frozen cookie dough from Celiac Specialties and Special Order Bakery. Flavors will include Sugar Cookie, Chocolate Chip, Double Chocolate Chip Brownie, and Gingerbread. Please stop in for more info. Not shippable.

Ready-To-Eat Holiday Goodies



Each year we try to bring you a large selection of the best holiday treats from independent small bakeries. This year we plan to have cookies and other items from Celiac Specialties, El Peto, Roh & Jo's, and Special Order Bakery. The selection of fresh baked goods will change almost daily, so please call or stop in for the most current choices. Here are some examples of items we expect to offer:

- **Celiac Specialties Peanut Butter Blossoms** (peanut butter cookie with a Hershey's Kiss inside)
- **El Peto Gingerbread Hearts**
- **El Peto Cinnamon Hazelnut Stars**
- **El Peto Birds Nest Cookies** (two-layer cookie—the nest contains raspberry jam)
- **Frosted Spritz Cookies**
- **Gingerbread Men**
- **Kinnickinnic Fruit Cakes**

WF GF Prices Vary: \$3.99 to \$5.99

Roh & Jo's Frosted Cookies



Roh & Jo are bakers of elegant gluten-free treats. These large cookies are exquisitely hand-decorated with seasonal designs such as Santas, Christmas trees, snowmen, and dreidels. They are almost too pretty to eat. The selection changes constantly so call or stop in for details.

WF GF \$3.99

Holiday Gift Assortment of Cookies & Sweets

Gluten-Free Trading Company is bringing back an old favorite this year. Celebrate the 12 days of Christmas with this festively packaged assortment of a dozen delicious items:

- Candy Tree Strawberry Licorice
- Dagoba Chocolate
- El Peto Birds Nest Cookies
- EnjoyLife Snickerdoodles
- Glutano Ginger-Lemon Sandwich Cookies
- Glutano Break Bar
- Jennie's Dutch Chocolate Macaroon
- Kinnickinnic Ginger Snaps
- Nana's Big Lemon Cookie
- Pamela's Choc. Chip Pecan Cookies
- Sanaví Harisín Strawberry Delicias
- Schär Chocolate Wafers



Contents may vary slightly depending on product availability. Any substitutions will be of equal or greater value and will be consistent with the holiday theme. *Please order by December 12 to assure delivery before Christmas.*

Holiday Cookies & Sweets Assortment \$39.99

New! Gluten-Free Family Cookbook



The Best Gluten-Free Family Cookbook is a new recipe collection from bestselling authors Donna Washburn and Heather Butt. This 192 page book includes recipes such as blueberry banana pancakes, Mediterranean pizza squares, ten-minute pasta dinner, Southern cornbread, poultry stuffing, macaroni & cheese, chicken vegetable bundles with mushroom sauce, cinnamon raisin bread, chocolate-coated peanut blondies, caramel apple cake, hot apple crêpes, and peach cheesecake. It also includes gluten free cooking tips, extensive information about gluten-free ingredients, and tips on eating out. The book makes a great gift!

192 Page Softcover Book \$18.95

Extended Holiday Hours

To serve you better during the holiday season, we will be open on Mondays except December 26th and January 2nd. We will also be closed Christmas Day and New Year's Day.

- Monday* OPEN! 10-1 & 2-7**
- Tuesday—Friday 10-1 & 2-7**
- Saturday 10-5**
- Sunday 11-4**

***Closed December 25th & 26th and January 1st & 2nd
On Christmas Eve & New Year's Eve we close at 2:00pm**

All The Ingredients For Holiday Baking Fun



In addition to mixes and finished bakery such as the items featured on page 1, Gluten-Free Trading Company offers a comprehensive selection of gluten-free ingredients for holiday baking—too many to list them all here. Stop by or give us a call for any items you need, such as:

- Baking Flours: Corn, Rice, Tapioca, Sorghum, Arrowroot, Quinoa, and many more.
- Baking Flour Blends: Bette Hagman 3-Flour Blend, Bette Hagman 4-Flour Blend, Featherlight Blend, Multi-Blend, Beth's Blend, and more.
- Baking Powder
- Chocolate Chips
- Chocolate Sprinkles
- Frosting Mix
- Flavorganics Gluten-Free Extracts (Almond, Lemon, Orange & Peppermint).
- Nielsen-Massey Gluten-Free Natural Vanilla Extract
- Xanthan Gum

New Cake Mixes from Glutino

These appealingly-packaged cake mixes come in two varieties:

1 White Cake #GAN-015
 Ingredients: White rice flour, sugar, potato starch, baking powder (contains corn), vegetable gum (cellulose), vanilla flavor. May contain traces of milk and soy.



2 Dutch Chocolate #GAN-010
 Ingredients: Rice flour, sugar, potato starch, cocoa powder, baking powder (contains corn), vegetable gum (cellulose), salt. May contain traces of milk and soy.

WF GF 13.2 Oz Box **\$5.29**

Sanaví's Holiday Cookies

Mantecados are a traditional Spanish Christmas cookie made with almonds and cinnamon. Celigall Coconut Cookies add variety to the festivities this time of year. Both types are crunchy cookies suitable for dunking in milk or coffee.



1 Mantecados #SV-312
 Ingredients: Partially hydrogenated sunflower oil, cane sugar, corn starch, almonds 12%, rice starch, corn flour, rice flour, soy flour, leavening agents (sodium pyrophosphate acid and sodium bicarbonate [baking soda]), natural cinnamon, egg white.

WF GF Milk-Free 7.3 Oz Box **\$4.69**

2 Celigall Coconut Cookies #SV-302
 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**

Gift Certificates Available

Explore • Experiment • Enjoy

Give the gift of gluten-free culinary adventure with our holiday gift certificates.

Available in any denomination.

Redeemable in the store and by mail order.

Lära Bars Adds New Flavors

Lära Bars are a runaway hit in our sport-nutrition bar section. Most of them have only three to five ingredients, yet they are nutritious and bursting with flavor! Just in time for the holidays, three festive new flavors have joined the lineup. These flavors are ideal to have on hand as "emergency" food if it turns out that there's nothing suitable to eat at holiday events.



1 NEW! Pecan Pie

This bar really does taste like a slice of pecan pie. Yummy!

Ingredients: Dates, Pecans, Almonds

2 NEW! Ginger Snap

Comforting to heart and soul – just like the ginger snaps you grew up on. Ginger is famous as a natural stomach soother.

Ingredients: Dates, Almonds, Pecans, Ginger, Cinnamon, Cloves

3 NEW! Cocoa Molé

Molé is a traditional Mexican sauce made with chillies and chocolate. The unexpected combination of spicy and sweet provides a delicious snack with a subtle, gradual heat.

Ingredients: Dates, Walnuts, Unsweetened Cocoa Powder, Almonds, Cinnamon, Chili

4 Cherry Pie

Tart cherries and the nutty taste of almonds make this bar a favorite of the Gluten-Free Trading Company staff.

Ingredients: Dates, Almonds, Unsweetened Cherries

5 Chocolate Coconut Chew

This bar is a customer favorite. You'll swear you're eating a cookie or a brownie, but it's actually much more nutritious!

Ingredients: Dates, Almonds, Walnuts, Unsweetened Coconut, Unsweetened Cocoa Powder

6 Apple Pie

Apples spiced with cinnamon and paired with juicy raisins make a bar that's satisfying as well as nourishing.

Ingredients: Dates, Walnuts, Unsweetened Apples, Almonds, Raisins, Cinnamon

7 Banana Cookie.

This bar tastes like a slice of banana bread.

Ingredients: Almonds, Dates, Unsweetened Bananas

8 Cashew Cookie

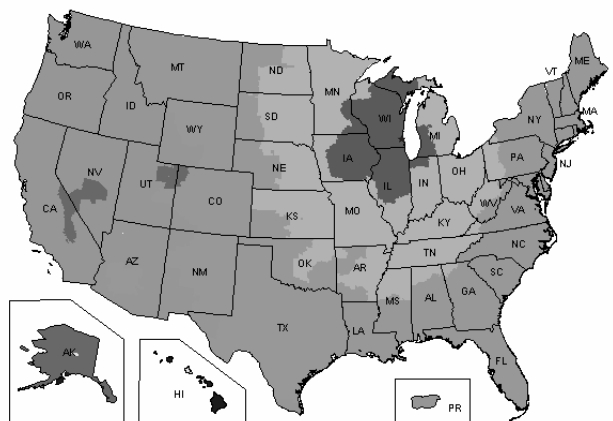
This bar delivers remarkable flavor from just two ingredients.

Ingredients: Cashews, Dates

WF GF Milk-Free Soy-Free Corn-Free Kosher Vegan

..... 1.6 to 1.8 oz Bars **\$1.89**

Please Order Early This Holiday Season



FedEx Ground Shipping Times From Milwaukee

Source: FedEx