



The Gluten-Free Trading Co. Customer Update

# Sprue's News™

## January 2006



2006: New Year  
New Products

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### New Year—New Products

## Chebe Adds Two New Flavors

Save on 70¢ All Varieties



Chebe (CHEE-bee) is one of the most tasty, versatile, and easy-to-prepare gluten-free bread mixes. Inspired by a traditional Brazilian recipe, the Chebe line has now grown to include six varieties. The newest are All-Purpose Dairy-Free Mix and Focaccia Mix. We're especially excited about the all-purpose mix, which can be used to make rolls, biscuits, breadsticks, hot dog wraps, calzones, flour tortillas, wraps, bread bowls (for soup or chowder), and more.

Chebe mixes are an excellent choice for people with multiple food sensitivities and those looking for a yeast-free bread alternative. The main ingredient is tapioca, a relatively hypoallergenic starch. All varieties are free of nuts, soy, corn, potato, rice, and MSG. All except Original are dairy-free. Preparation of the mixes does require eggs.

- 1 **New! All-Purpose Dairy-Free Mix.** An extremely versatile mix, as described above.  
Ingredients: Manioc (tapioca) flour, modified manioc starch (100% manioc), iodine-free salt, cream of tartar, sodium bicarbonate.
- 2 **New! Focaccia Mix.** Focaccia is a traditional Italian flatbread eaten as a snack or with meals in place of bread. Mildly seasoned with herbs.  
Ingredients: Manioc (tapioca) flour, modified manioc starch (100% manioc), iodine-free salt, cream of tartar, sodium bicarbonate, rosemary, basil.
- 3 **Original Chebe Mix.** The original Chebe mix is based on Brazilian "cheese bread" and traditionally made as small rolls. Like the all-purpose mix, it is very versatile. Contains milk.  
Ingredients: Manioc (tapioca) flour, modified manioc starch (100% manioc), dry milk, salt.
- 4 **Pizza Crust Mix.** Seasoned with Italian herbs and spices, this zesty mix makes great pizza crust and can also be used for bread sticks, calzones, sandwich buns, crackers and other recipes.  
Ingredients: Manioc (tapioca) flour, modified manioc starch (100% manioc), salt, minced herbs [basil, garlic, onion, oregano, thyme].
- 5 **Garlic-Onion Breadstick Mix.** Your editor's favorite, this mix makes delicious garlic bread sticks and garlic buns. Also useful for tortillas, Asian potstickers (jiaozi/gyoza), and more.  
Ingredients: Manioc (tapioca) flour, modified manioc starch (100% manioc), salt, onion flakes, minced garlic.
- 6 **Cinnamon Roll-Up Mix.** For breakfast or dessert, this mix can be used for cinnamon rolls or cinnamon crisps.  
Manioc (tapioca) flour, modified manioc starch (100% manioc), evaporated cane juice, cinnamon, salt.

**WF GF Milk Free\* Kosher ..... 7.5 oz bag \$2.99 SALE \$2.29**  
**\*Except Original Flavor, which contains dry milk powder.**

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## New Alien-O's™ Breakfast Cereal

Flying into a saucer near you! These tasty O's from The Gluten Free Zone™ are high in protein and fiber. They're wheat-free, gluten-free, milk-free, and nut-free and come in two great flavors:

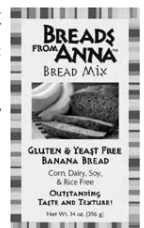
- 1 **Cinnamon.**  
Ingredients: Pinto bean flour (non-GMO), rice flour, sugar, salt, cinnamon, pure vanilla powder. May contain traces of soy.
- 2 **Raspberry.**  
Ingredients: Pinto bean flour (non-GMO), rice flour, sugar, salt, cinnamon, pure vanilla powder. May contain traces of soy.

**WF GF Milk Free Nut-Free ..... 10 oz box \$4.89**

## Three New Mixes from Anna

Breads from Anna are widely renowned for their outstanding taste and texture. Now Anna has added three new products to the lineup:

- 1 **Banana Bread Mix.** Many people say that Breads From Anna Banana Bread tastes just like grandma's. It is moist and has a genuine banana flavor because it uses no artificial flavorings—only the real bananas you add.  
Ingredients: Crystallized honey, tapioca starch, arrowroot, millet flour, potato starch, Montana (perennial bunch grass, achatherum hymnodies) chickpea flour, pinto bean flour, navy bean flour, salt, baking soda, cream of tartar, xanthan gum.



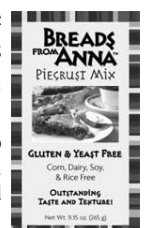
**Free of Wheat, Gluten, Milk, Corn, Soy, Rice & Yeast**  
..... 14 oz bag **\$6.79**

- 2 **Pumpkin Bread Mix.** This is a deliciously spiced bread. Like all the other Breads From Anna, it has a very moist and smooth non-grainy, non-crumbling texture. It's very easy to prepare and stays fresh for days.  
Ingredients: Crystallized honey, tapioca flour, arrowroot, chickpea flour, pinto bean flour, navy bean flour, potato starch, millet, Montana (perennial bunch grass, achatherum hymnodies), maple sugar, cinnamon, ginger, clove, nutmeg, xanthan gum, cream of tartar, baking soda and salt.



**Free of Wheat, Gluten, Milk, Corn, Soy, Rice & Yeast**  
..... 18 oz bag **\$6.19**

- 3 **Pie Crust Mix.** This piecrust fools even the fussiest pie expert. The crust is flaky and holds together. It is easy to mix and can be pressed in or rolled out. Perfect for sweet or savory recipes.  
Ingredients: Tapioca flour, arrowroot, chickpea flour, pinto bean flour, navy bean flour, potato starch, millet, Montana (perennial bunch grass, achatherum hymnodies), crystallized honey, xanthan gum, cream of tartar, baking soda and salt.



**WF GF Milk Free Corn Free Soy Free Rice Free ..... 9.35 oz bag \$4.99**

## New Quick-Cooking Pasta From Freesia Foods



When you need dinner in a hurry, turn to this new quick-cooking pasta from Freesia Gluten Free Foods: the pasta cooks in just three to four minutes! Made from corn and navy bean flour, it develops an appetizing golden color and an appealing texture. It's high in protein and fiber, too! Choose from 3 shapes:

Ingredients: Corn flour (non-GMO), navy bean flour, distilled mono-glyceride. May contain traces of soybeans.

<b>WF GF Milk-Free Egg-Free Nut-Free</b> .....	
Elbows .....	12 oz Bag \$4.79
Ziti (Similar to Penne) .....	12 oz Bag \$4.79
Spaghetti .....	8 oz Box \$4.69

## Bi-Aglut Reformulates



Bi-Aglut Pasta is noted for its exceptional taste and texture. Now this premium-quality pasta from Italy has been reformulated. Soy flour has been eliminated and replaced with lupin flour. The new formula has a golden color and a smooth, uniform texture.

Lupin (also spelled lupine) is a high-protein legume grown in cool climates. It is not a grain—it is in the same botanical category as beans, lentils, and peas. The plant is noted for its beautiful white, yellow, blue, or purple flowers (you may have seen it growing in flower gardens). Food-grade "sweet" lupin is grown primarily in Austria; the seeds are dried and ground into flour.



Although the new formula is preferred by many tasters, this product is not suitable for everybody. British research indicates that people with peanut allergies may also be at risk of severe allergy to lupin flour. The researchers from London's Royal Free Hospital said people with peanut allergy should avoid any products containing lupin until they have a lupin allergy test. (Lupin is also used in some Glutano brand cookies).\*

Ingredients: Corn starch, potato flour, lupin flour and lupin proteins, mono and diglycerides of fatty acids (emulsifying agent).

<b>WF GF Milk-Free Egg-Free</b> .....	17.6 Oz Bags
Penne, Maccaroncini (Elbows), Spirals .....	\$7.99
Sedani (Tubes), Ditalini (Short Tubes) .....	\$7.99
Spaghetti .....	\$8.89

\* For those who cannot consume lupin, prefer the old Bi-Aglut formula, or are looking for less expensive alternatives, we suggest trying the pastas from Sanaví and/or Freesia.



## Utz Potato Chips

In response to many customer requests, we're pleased to offer these single-serving potato chips. We're starting with these 5 flavors:



- 1 Regular.
- 2 Barbeque.
- 3 Sour Cream & Onion.
- 4 Salt & Vinegar.
- 5 Kettle Classics Regular.

**WF GF** ..... 1 oz bags **59¢** ②

## Tips to Save On Shipping Costs



On January 8, 2006 the price of a first-class US postage stamp increased from 37¢ to 39¢, a rise of 5.4%. Similar increases are expected for parcels delivered by the post office and private delivery companies. The increases are driven mainly by the rise in petroleum prices, which affect the carriers' gasoline, diesel fuel, and jet fuel costs.

Gluten-Free Trading Company has always had a straightforward shipping policy: customers pay the carrier's published rate (based on weight, distance, and mode [air or ground]), plus a nominal fee for packing materials (currently \$1.50 for retail orders).

There are some simple ways to save money on shipping. First, consider having us send your package to your work address instead of your home. Most carriers including FedEx (our primary carrier) charge about \$2.00 extra for parcels delivered to a residential address. Packages sent to a business address avoid this surcharge (sorry, home offices don't qualify as business addresses).

Next, consider your parcel size. There is a basic charge for delivering a package, plus a small amount for each additional pound. For example, FedEx Ground for a 1 pound parcel from Milwaukee to a business address in Kansas City, MO currently costs \$4.02. A 10 pound parcel sent to the same address costs \$5.87 (59¢ per pound), while 50 pounds costs \$15.31 (31¢ per pound).



Finally, check the FedEx map (at left) and make smart use of ground service instead of air. Chicago, Grand Rapids, Minneapolis, and most of Iowa & Wisconsin all get overnight FedEx ground shipping from Milwaukee. That's like getting express air service for the price of ground!

## Sanaví Harisín Cookies With Chocolate & Fudge

*Why settle for ordinary cookies when you can enjoy delicious chocolaty chips or chocolaty fudge?*

**CeliChip.** **#SV-319**  
Ahoy! These delicious bite-sized cookies have lots of little chocolate chips.

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

**O'Fudge™** **#SV-309**  
Also known by its Spanish name "Cubanitos" these individually wrapped ring-shaped cookies have delicious chocolate-fudge coating on the outside and a vanilla ring cookie on the inside.

**WF GF Milk-Free** 5.3 Oz Box ..... **\$4.29**

**FudgeButtons™** **#SV-305**  
Known as "Negritos" in Spanish, these individually-wrapped vanilla cookies are covered with delicious chocolaty fudge.

**WF GF Milk-Free** 5.3 Oz Box ..... **\$4.39**

