



Sprue's News February 2006



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



February Savings on Mrs. Leepers Dinner Mixes

Now Just \$2.79



This gluten free version of Hamburger Helper is a customer favorite, and this month you'll save 50¢ on every package! Just add meat, water, and milk; serve with a salad and you have a complete meal. Choose from 5 flavors—each is ready in just 15 minutes.

1 Cheeseburger Mac.

A classic American favorite in 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, caramel color. Contains milk ingredients

2 Creamy Tuna.

Tender lasagna nestled in 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 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, caramel color. Contains soy and milk ingredients

4 Chicken Alfredo.

Fettuccine pasta 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 (pasteurized 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 (pasteurized skim milk, cheese cultures, salt, enzymes), dipotassium 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), stroganoff 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, caramel color and autolyzed yeast. Contains milk ingredients

WF GF 8.32 oz boxes \$3.29 SALE \$2.79



New Oskri Snack Bars

Try these four new moderately-sweet snack bars from Oskri Organics.

1 Granola Bar.

Ingredients: Pecans, rice syrup, raisins, pumpkin seeds, honey, buckwheat, amaranth, crisp rice.

2 Muesli Bar.

Ingredients: Almonds, rice syrup, cranberries, pumpkin seeds, honey, amaranth, buckwheat, crisp rice.

3 Turkish Delight Bar.

Ingredients: Pistachios, rice syrup, apricots, pumpkin seeds, honey, buckwheat, amaranth, crisp rice.

4 Desert Dates Bar.

Ingredients: Dates, almonds, rice syrup, honey, buckwheat, sesame, amaranth, crisp rice.

WF GF Lactose-Free Halal* 1.5 oz bar \$1.49

*Halal means it's acceptable under the Muslim food purity rules, which are similar to the Jewish Kosher rules.

FEBRUARY 2006 STORE HOURS (CENTRAL TIME ZONE)

Monday 10:00-2:00
Tuesday-Friday 10-1 & 2-7
Saturday 10:00-5:00
Sunday 11:00-4:00

New Mixes from Really Great Food Company



In response to rave reviews from customers, we've added several mixes from Really Great Food Company. Look for the distinctive purple bags with a picture of a rice farmer.

- 1 Aunt Tootsie's Brownie Mix. Brownies you will fall in love with.
2 Golden Cake Mix. Delightfully moist with a taste perfect for a birthday party or any special occasion.
3 Orange Cake Mix. Country-fresh cake prepared with real OJ.
4 Aunt Tootsie's Devil's Food Cake Mix. Ultra-rich chocolate formula.
5 Classic Pancake Mix. Fluffy and light textured—an American classic.
6 Butter Cookie Mix. A traditional butter cookie plus just the right amount of cinnamon.
7 Vanilla Muffin Mix. Delicious by itself or add blueberries, cranberries, or chocolate chips.
8 Apple Spice Muffin Mix. Made with spices and real dried apple pieces.
9 Cornbread Muffin Mix. Remarkable texture & rich country taste.
10 Old Time Biscuit Mix. Very light and delicious—you won't be able to tell the difference from a wheat biscuit (buttermilk optional).
11 Pizza Crust Mix. Very popular—sure to receive compliments.

Also available: Rye Bread Mix & Spinach Biscuit Mix.

Celiac Disease & Osteoporosis

Celiac disease (also known as celiac sprue) is an inherited intestinal disorder in which the body cannot tolerate gluten, the protein found in wheat, rye, barley, spelt, and certain other grains. When people with celiac disease eat foods containing gluten, their immune systems respond by attacking and damaging the lining of the small intestine.

20
Ca
Calcium
40.08

One of the main functions of the intestinal lining is to absorb food nutrients into the bloodstream. When the lining is damaged, so is its ability to absorb nutrients. Among other nutritional problems, this can result in reduced uptake of calcium, a mineral that is essential for proper bone health in both children and adults. The resulting loss of bone mass has two names: in milder cases it is called osteopenia and in more severe cases it is called osteoporosis.

The word osteoporosis literally means "porous bones". The bones become less dense and more likely to break. Such a break can be quite serious and painful—especially if it occurs in the hip, wrist, or spine—and it can take a long time to heal.

According to the National Institutes of Health, osteoporosis is the most common type of bone disease: an estimated 10 million Americans have osteoporosis and an additional 18 million have osteopenia. Although more common in females, it affects both genders. Often the condition can go untreated for many years because there are no obvious symptoms until a slip or other mishap results in a broken bone.

In addition to celiac disease, risk factors include:

- Being a white person
- Being over age 50
- Being thin or having a small frame
- For women, being postmenopausal, having an early menopause, or not having menstrual periods (amenorrhea)
- A family history of the disease
- Using certain medications, such as Prednisone
- Not getting enough calcium, magnesium, and/or Vitamin D
- Not getting enough exercise
- Smoking
- Drinking too much alcohol

The US recommended daily value for calcium varies by age as shown in the chart below. Because of malabsorption, people with celiac disease are often deficient in calcium even if they consume the recommended daily value. Moreover, medical studies indicate that calcium malabsorption can continue for an extended period of time, even after a totally gluten-free diet has been implemented.

US Recommended Daily Calcium (milligrams per day)

Age	Amount
Birth-6 mo	210
6 mo-1 yr	270
1-3 yrs	500
4-8 yrs	800
9-18 yrs	1300
19-50 yrs	1000
51+ yrs	1200

Source: National Institutes of Health (1997)

Dairy products such as milk and cheese are the main sources of calcium in the typical American diet. Other dietary sources include broccoli, collard greens, almonds, Brazil nuts, dried beans, shellfish, and sardines. People with celiac disease may find it quite difficult to get enough calcium every day without taking supplements—especially if they are also unable to tolerate dairy products. Supplements that contain a combination of calcium, magnesium, and Vitamin D are the most effective (these nutrients work together).

In addition to getting enough calcium through diet and/or supplements, celiacs can reduce their risk of osteoporosis by drinking less alcohol and not smoking. Weight-bearing exercise (such as walking, stair-climbing or weight training) strengthens bones and muscles. A bone density test (a specialized form of X-ray) can help determine if special bone-building medications are appropriate.

And although it may sound a bit silly, there are some practical ways to reduce the risk of breaking a bone: eliminate tripping hazards such as throw rugs, keep outdoor walkways clear of snow & ice, have a grab bar installed in the shower, and wear shoes with non-skid soles. ②

Rainbow Light Calcium Supplement



After trying many different calcium supplements, we have found this one to be the most gentle on the stomach. It provides 500 mg calcium & 250 mg magnesium in each tablet. It contains vitamin D and glutamic acid HCl, which are natural cofactors that help ensure assimilation of the minerals. It also contains some mineral-rich botanical (plant-based) ingredients.

WF GF Lactose-Free Soy-Free Sugar-Free Yeast-Free
..... 90 tablets \$11.99

Fresh Bakery Alerts

Fresh tastes best! We receive fresh baked goods from various small gluten-free bakeries on a regular basis. These items are available fresh for a limited time (usually 1 day) before they are placed in our freezers. Our new e-mail "Fresh Bakery Alerts" are a great way to find out about latest arrivals! Subscribers will receive short e-mail messages when new batches have arrived (normally not more than two e-mails per week). The baked goods are available in the store on a "first-come, first-served" basis, so this service is primarily intended for people in who live in Southeast Wisconsin. Subscribe online at:



www.food4celiacs.com/fresh.htm

Freesia™
Gluten-Free Foods



Try Our New
**Quick-Cooking
PASTAS**

Wheat-Free • Gluten-Free

*Premium-Quality
Macaroni, Spaghetti, Zitti (Penne)
and Macaroni & Cheese Mix*

**ITALIAN QUALITY AT
ABOUT HALF THE PRICE**

Our premium gluten-free pastas and macaroni & cheese mix are ideal when you need a quick meal. Our pasta cooks in just 3 to 4 minutes and it tastes great. Its appetizing color, high protein & and high fiber are a welcome addition to any gluten free diet.

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