



The Gluten-Free Trading Co. Customer Update

SPRUE'S NEWS™

August 2006



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

Going The Distance for Celiac Research



Many celiacs and medical professionals feel that celiac disease research doesn't get as much attention—or funding—as it deserves. "Going the Distance" is an innovative campaign that supports the University of Chicago Celiac Disease Program by leveraging athletic challenges and other activities that people are already

participating in. It provides a way for cyclists, runners, skaters, walkers, and other athletes to turn their sports into fund-raising opportunities for a small organization that is making a huge impact.

The funds support the University of Chicago Celiac Disease Program in its efforts to raise diagnosis rates and meet the needs of people affected by celiac disease through education, research and advocacy.

This year Gluten-Free Trading Company customers Mary Lassila and Brian Israel have renewed their commitment to bicycle a total of 2000 miles between May 1 and October 31. You can follow their progress—and join in by making a pledge online—at <http://www.2k4cd.com>. To learn about other athletes who are helping UCCDP this year, visit <http://www.celiacdisease.net> and click on "Going the Distance."

New! Good Karma Rice Cream Bars

At last! A gluten-free, dairy-free dessert that really tastes like ice cream. Good Karma Rice Cream desserts received a Best of Show award at a recent national natural products trade show. Our staff is crazy about them. Three one-ounce bars per package. *Available in-store only (not shippable).*

1 Very Vanilla Chocolate-Covered Bars. Organic Rice Cream bars dipped in organic chocolate and served on a stick. Just unwrap and enjoy.

Ingredients: Rice milk (water, rice syrup solids, whole grain brown rice), dehydrated cane juice, chocolate coating (coconut oil, powdered cane sugar, chocolate liquor, cocoa butter, soy lecithin, vanilla), sunflower and/or canola and/or safflower oil, chicory root extract, vanilla flavor, tapioca starch, locust bean gum, guar gum, carrageenan and/or xanthan gum, soy lecithin, natural flavor, salt. Processed on equipment that also handles products containing milk, soy, peanuts and tree nuts.

2 Chocolate Chocolate Bars. Chocolate coating on the outside, chocolate Rice Cream on the inside.

Ingredients: Rice milk (water, rice syrup solids, whole grain brown rice), dehydrated cane juice, chocolate coating (coconut oil, powdered cane sugar, chocolate liquor, cocoa butter, soy lecithin, vanilla), sunflower and/or canola and/or safflower oil, Dutch cocoa powder, chicory root extract, vanilla flavor, tapioca starch, locust bean gum, guar gum, carrageenan and/or xanthan gum, soy lecithin, natural flavor, salt. Processed on equipment that also handles products containing milk, soy, peanuts and tree nuts.

Wheat-Free, Gluten-Free, Non-Dairy, Trans Fat Free, Kosher, Vegan, Organic. 3 oz Packages (3 bars) **\$3.99**

SUMMER 2006 STORE HOURS (CDT)

Monday 10:00am—2:00pm
Tuesday—Friday 10:00am—1:00pm & 2:00pm—7:00pm
Saturday 10:00am—5:00pm
Sunday 11:00am—4:00pm

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New! KinniToos Sandwich Cookies



Move over Oreos! Here are two delicious new gluten-free sandwich cookies from Kinnikinnick.

1 K-Toos (KinniToos) Chocolate Sandwich Cookies.

Ingredients: Icing (icing sugar [may contain 2-3% corn starch], palm fruit oil (non-hydrogenated), vanilla flavor, soy lecithin, salt), sugar, pea starch, potato starch, palm fruit oil (non-hydrogenated), white rice flour, cocoa powder, water, tapioca starch, glucose, pea protein, sodium carboxy methylcellulose, salt, pea fiber, vanilla flavor, caramel color, guar gum, inulin, sodium bicarbonate, soy lecithin, ammonium bicarbonate. Produced in a facility which uses sesame seeds, soy, eggs, and tree nuts.

2 K-Toos (KinniToos) Vanilla Sandwich Cookies.

Ingredients: Icing (icing sugar [may contain 2-3% corn starch], palm fruit oil (non-hydrogenated), vanilla flavor, soy lecithin, salt), sugar, pea starch, potato starch, palm fruit oil (non-hydrogenated), white rice flour, water, tapioca starch, glucose, pea protein, sodium carboxy methylcellulose, salt, pea fiber, guar gum, inulin, ammonium bicarbonate, sodium bicarbonate, soy lecithin. Produced in a facility which uses sesame seeds, soy, eggs, and tree nuts.

Gluten-Free, Wheat-Free, Milk-Free, Egg-Free, Trans Fat Free
..... 8 oz Packages **\$5.39**

New! Mi-Del Sandwich Cookies



Mi-Del has expanded their selection of gluten-free sandwich cookies with three great new flavors:

1 Mi-Del Double Chocolate Sandwich Cookies. Rich chocolate creme filling sandwiched between chocolate wafers.

Ingredients: Gluten-free flour (corn flour, soy flour, potato flour, corn starch, rice flour, potato starch, xanthan gum), organic dehydrated cane juice, canola oil, cocoa, eggs, high fructose corn syrup, corn starch, natural flavor, sea salt, soybean lecithin (used as an emulsifier), baking soda. Creme filling: fructose, canola oil, natural flavor, soybean lecithin (used as an emulsifier).

2 Mi-Del Royal Vanilla Sandwich Cookies. Creamy rich vanilla filling sandwiched between crunchy vanilla cookies.

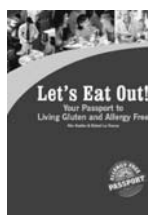
Ingredients: Gluten-free flour (corn flour, soy flour, potato flour, corn starch, rice flour, potato starch, xanthan gum), organic dehydrated cane juice, canola oil, eggs, high fructose corn syrup, corn starch, natural flavor, sea salt, soybean lecithin (used as an emulsifier), baking soda. Creme filling: fructose, canola oil, natural flavor, soybean lecithin (used as an emulsifier).

3 Mi-Del Chocolate Mint Sandwich Cookies. Flavorful mint creme filling sandwiched between chocolate wafers.

Ingredients: Gluten-free flour (corn flour, soy flour, potato flour, corn starch, rice flour, potato starch, xanthan gum), organic dehydrated cane juice, canola oil, cocoa, eggs, high fructose corn syrup, corn starch, natural flavor, sea salt, soybean lecithin (used as an emulsifier), baking soda. Creme filling: fructose, canola oil, natural flavor, soybean lecithin (used as an emulsifier).

WF GF Fat Free 8 oz Packages ~~\$3.19~~ **SALE! \$2.79**

Let's Eat Out!



Let's Eat Out: Your Passport to Living Gluten and Allergy Free by Kim Koeller & Robert LaFrance is the first book dedicated to eating out while managing ten food allergens: corn, dairy, eggs, fish, gluten, peanuts, shellfish, soy, tree nuts and wheat. The book offers advice for going into any restaurant, scanning the menu, quickly spotting the safest choices, and asking the right questions to avoid gluten and other allergens. It explores 7 popular cuisines: American Steak and Seafood, Chinese, French, Indian, Italian, Mexican, and Thai.

Soft Cover, 484 Pages **\$24.95**

What is Xanthan Gum?

Xanthan gum is one of the most frequently seen ingredients on gluten free product labels, yet few celiacs know exactly what it is. It has an unfamiliar, hard to pronounce name (the correct pronunciation is ZAAN-thaan), so it is only natural to wonder what it is doing in gluten-free bakery, sauces, salad dressings, and many other products.

There is a good chance that the source of xanthan gum is sitting in the vegetable crisper drawer of your refrigerator at this very moment. It is a tiny bacterium called *xanthomonas campestris* and it causes the black flecks that occur on the surface of cauliflower, broccoli, and cabbage. In 1959 researchers discovered that the sticky substance produced by *x. campestris* could be used as a food ingredient with very special properties. This discovery led to the commercial production of xanthan gum under carefully controlled conditions using corn, soy, or other plant materials as a growth medium.¹

Xanthan gum belongs to a class of food ingredients called emulsifiers. You may remember an experiment in grade school science class—attempting to mix oil with water. The instructor would pour some cooking oil into a test tube or a glass jar, add some water, shake very vigorously, and let the mixture rest. After a few minutes the water (being denser) would sink to the bottom, and the oil would float on top. Conclusion: oil and water don't mix. At least, not without adding a third ingredient—an emulsifier. An emulsifier has a long, chain-like molecule. Some of the links of the chain like to attach themselves to oil molecules, and some like to attach to water molecules. When all three substances are mixed the result is a gel.

So let's grab a bottle of olive oil and repeat the experiment, substituting apple cider vinegar for the plain water. While we're at it, let's toss in some finely chopped basil and oregano and a dash of black pepper. The result is a nice Italian salad dressing like you might make at home. But if you added a pinch of xanthan gum and mixed very thoroughly in a blender, the texture would change completely, creating a smooth, creamy Italian dressing like the bottled kind.

Some ordinary foods are natural emulsifiers. Eggs are one (put them in the dressing instead of xanthan gum, and you've made mayonnaise). Gluten is another. Among other functions, gluten helps retain moisture in baked goods by keeping the water from separating from the fat. No wonder the #1 complaint about gluten-free foods is that the texture is too dry and crumbly. To make food that is soft and moist we need another emulsifier to replace the gluten.

There are several emulsifiers to choose from. There's carob bean gum from the seed pods of the locust tree, guar gum from a bush that grows in the dessert in India, and carrageenan from seaweed, to name just a few. Some are cheaper than xanthan gum. But xanthan has two special properties that set it apart from the rest. First, it's heat resistant: xanthan gum withstands the temperatures of an oven, yet at the other extreme, it is often used in ice cream.

The second reason is more technical. When xanthan gum is added to batter that contains water, it creates an extreme example of what scientists call a "shear thinning fluid." That means it has a firm-bodied texture when it is sitting still, yet it flows easily when stirred. Almost like being a liquid and a solid at the same time. And that is what makes xanthan gum exceptionally useful for gluten-free baking. In the mixer, the xanthan gum blends uniformly with the other ingredients and the batter flows smoothly around the mixing paddle. Spoon the batter into baking tins and it sits resolutely, keeping its shape so that the air bubbles don't pop while the batter rises in the oven. Result: gluten free baked goods with a nice, light texture. A small miracle brought to you by some black specks on an old cabbage.

¹ In the USA the FDA approved xanthan gum for use in food in 1969. In the European Union it was approved in 1974 and assigned ingredient number E-415.

Joelle's Choice Pudding Cups



New! Nestled amongst the fertile fields of southeast Iowa, Joelle's Choice makes "Better Food for Better Life." Over 2000 people tested Joelle's Choice Soy Pudding in blind taste tests. All (100%) thought they were eating a milk-based pudding, yet it is dairy-free and gluten-free.

1 Chocolate

Ingredients: Water, sugar, organic soy powder (30%), tapioca starch (modified), cocoa (Dutch process), natural flavors, salt, carrageenan.

2 Vanilla

Ingredients: Water, sugar, organic soy powder (30%), tapioca starch (modified), natural vanilla flavor with other natural flavors, salt, carrageenan.

3 Banana

Ingredients: Water, sugar, organic soy powder (30%), tapioca starch (modified), natural banana flavor with other natural flavors, natural yellow color, salt, carrageenan.

WF GF Milk-Free. 16 Oz (Four 4 Oz Cups) **\$3.19**

Maxwell's Kitchen Gravy Mixes



New! Maxwell's Kitchen is a new gluten-free food company from Michigan, featuring these quick and easy new gravy mixes. Just add water, heat and serve. Choose from 4 flavors:

1 Brown Gravy Mix

Ingredients: Modified corn starch and rice flour, maltodextrin (from corn), dextrose (from corn), beef flavor (hydrolyzed corn and soy protein, yeast extract, beef stock), salt, caramelized sugar, onion powder, spices.

2 Chicken Gravy Mix

Ingredients: Modified corn starch and rice flour, maltodextrin (from corn), chicken flavor (hydrolyzed corn protein, yeast extract, cooked chicken), dextrose (from corn), salt, caramelized sugar, onion powder, spices, turmeric.

3 Pork Gravy Mix

Ingredients: Modified corn starch and rice flour, pork flavor (hydrolyzed corn and soy protein, yeast extract, cooked pork), maltodextrin (from corn), dextrose (from corn), salt, caramelized sugar, onion powder, spices.

4 Turkey Gravy Mix

Modified corn starch and rice flour, maltodextrin (from corn), turkey flavor (hydrolyzed corn protein, yeast extract, cooked turkey), dextrose (from corn), salt, caramelized sugar, onion powder, spices.

WF GF Nut Free 1.2 Ounce Packets **\$1.79**

Recipe: Fresh Pasta Salad

Ingredients:

- 12 ounces gluten-free pasta (penne, spirals, or shells) such as Bi-Aglut, Freesia, Schär, or Tinkyada.
- Approximately 2 cups assorted chopped fresh vegetables such as cherry tomatoes, bell peppers (red, yellow, and/or green), cucumbers, celery, carrots, zucchini, or blanched asparagus.

Ingredients for the dressing:

- 3 tablespoons GF mayonnaise or Heinz Salad Creme
- 1 tablespoon GF Dijon mustard (e.g. Annie's)
- 2 tablespoons lemon juice
- 2 tablespoons water
- 1/2 cup plain yogurt
- Small bunch of Italian parsley (chopped)
- Salt and pepper to taste

Preparation:

Boil the pasta in salted water until it is "al dente." Drain it and rinse briefly with cold water. Mix with the veggies.

In a separate bowl, mix the mayonnaise, mustard, lemon juice, and water. Add the yogurt and the chopped parsley. Season to taste with salt & pepper. Add the dressing to the pasta & veggies and chill before serving.