



The Gluten-Free Trading Co. Customer Update

SPRUE'S NEWS

December 2006



Happy Holidays!

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-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 Sterk's 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)
- **El Peto Jam Thumbprint Cookies** (shortbread cookie with jam center)
- **Sterk's Chocolate Covered Snowballs** (coconut macaroons with chocolate covering)
- **Sterk's Cherry Shortbread** (shortbread cookie with cherry jam center)

WF GF **Prices Vary: \$5.99 to \$6.99**

Gift Certificates Available
Order Online or Purchase at Our Store

2006 Holiday Hours

We will be closed Christmas Day (Dec 25), Boxing Day/ Kwanzaa (Dec 26), and New Year's Day (Jan 1).

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

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Gluten Free Holiday Gift Boxes

This boxed set of gluten-free holiday items is a perennial favorite. Celebrate the 12 days of Christmas with a festively packaged assortment of a dozen delicious items:

- Candy Tree Strawberry Licorice
- Dagoba Chocolate
- Dennis Farms Maple Covered Pecans
- EnjoyLife Snickerdoodles
- Glutano Ginger Cookies
- Glutano Break Bar
- Jennie's Dutch Chocolate Macaroon
- Kinnickinnic Ginger Snaps
- Mariposa Cinnamon Biscotti
- Nana's Big Lemon Cookie
- Schär Chocolate Wafers
- Sunstart Chocolate Orange Cookies



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 see Page 2 for ordering deadlines.

Holiday Cookies & Sweets Assortment **\$39.99**

Triumph's Essential GF Restaurant Guide



The Essential Gluten-Free Restaurant Guide from Triumph Dining would be an excellent gift for any celiac. Looking for new restaurants? Traveling? Eating out on business or with friends? Now, you'll know how and where to eat gluten free. No matter where life takes you, bring this convenient, guide

anywhere and have instant access to celiac-friendly restaurants. The book lists over 1,400 individually-owned restaurants offering gluten free items and over 2,600 chain restaurant locations that have extensive gluten free options (in all more than 300 pages of listings covering all 50 states). It also includes more than a dozen strategies for successful, safe restaurant dining.

300 Page Softcover Book **\$20.95**

Triumph Gluten-Free Dining Cards

An excellent companion to the Triumph Dining Guide, these laminated travel-size cards can improve communication with waiters and kitchen staff—even those who don't speak English. While other cards typically stop at "no wheat, rye, barley, or oats," these are different. They clearly list hidden sources of gluten and explain the dangers of cross-contamination. Because every cuisine is different, the professionally translated cards are customized for each language. For example, the Japanese card prohibits imitation crab, soy sauce, and tempura, while the Mexican card prohibits flour tortillas. Each set includes American (in English & Spanish), Chinese, Indian, Japanese, Mexican, & Thai (English on one side, foreign language on the other).

Set of 6 Dining Cards **\$11.95**



All The Ingredients For Holiday Baking Fun

Gluten-Free Trading Company offers a comprehensive selection of gluten-free baking ingredients for holiday baking. We've brought together a special selection of baking mixes, cookie decorating sprinkles, frostings, and other holiday items in the **Seasonal/Holiday** section of our online shopping site. It's online at <http://www.food4celiacs.com/ShopOnline/520/index.html>. Those who prefer to bake from scratch will find a wide range of gluten-free baking flour at and other baking supplies online and in the store. Stock up now for holiday baking!



Heinz Cream of Tomato On Sale in December

Santa's not the only one with a bright red jacket this December. This month warm up with special savings on a customer favorite: Heinz Cream of Tomato Soup. A top-selling product in every British supermarket, this creamy soup is thickened with corn flour (to the best of our knowledge, all available American brands use wheat flour). Imported from England.

Ingredients: Tomatoes, water, canola oil, sugar, modified corn flour, salt, dried skim milk, whey protein, cream, spice extracts, onion extract, citric acid.

WF GF Vegetarian 13.5 Ounce Can ~~\$2.99~~ **\$2.39**

Please Order Extra Early This Holiday Season

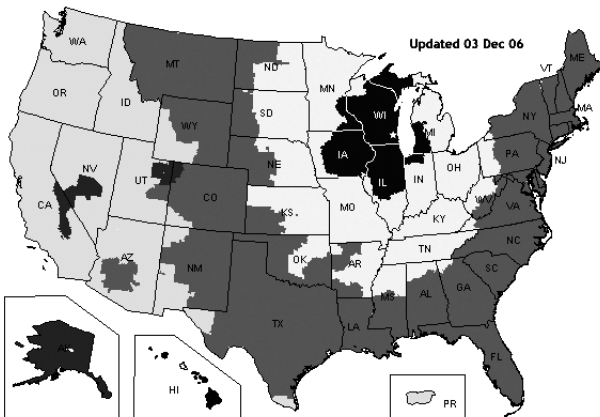
Christmas 2006 is on a Monday. That affects shipping deadlines because the 23rd and 24th are not normal workdays for the delivery companies. To assure delivery by Christmas (and make sure we have time to pack your order properly), we recommend placing your order by the following dates:

Recommended Last Day to Order for Christmas Delivery by FedEx Ground

Zone	Order By	Areas Included (See Map for Details)
5 Day	Dec 12th	Portions of CA, CO, NV & UT.
4 Day	Dec 13th	Most areas west of the Rockies
3 Day	Dec 14th	Gt Plains, South, Mid Atlantic, New England
2 Day	Dec 15th	Most of the Midwest, also KY and TN.
1 Day	Dec 16th	Most of IA, IL, WI; parts of IN, MI, MN.

Air Shipping Available for Late Orders (Additional Cost)

FedEx Ground Shipping Times From Milwaukee



1 Day 2 Days 3 Days 4 Days 5 Days 6 Days 7+ Days

'Tis The Season To Be Snacking

Holiday and New Year parties can be even more festive with these great new snacks!



Glutino Pretzel Sticks—Family Size. A new customer favorite! Great-tasting pretzel sticks in a large (14 ounce) bag. No artificial flavors, colors or preservatives.

Ingredients: Corn starch, potato starch, palm oil, soy flour, sugar, sea salt, carboxymethylcellulose, sodium bicarbonate, sodium pyrophosphate, soy lecithin, yeast extract, sodium hydroxide. May contain sesame seeds.

WF GF Milk Free Egg Free 14.1 oz bag **\$6.99**

Lundberg Rice Chips. Since 1937 members of the Lundberg family have been growing quality rice using farming methods that care for the soil, wildlife, air and water. Our selection of Lundberg Rice Chips includes Fiesta Lime, Honey Dijon, Santa Fe Barbeque, Pico de Gallo, Seaweed & Sesame, and Sea Salt. And now two new flavors:

① **Nacho Cheese.** These chips combine organic cheddar cheese and flavorful spices with the satisfying crunch of brown rice.

Ingredients: Brown Rice, organic brown rice flour, organic masa flour, white rice flour, high oleic expeller-pressed safflower or sunflower oil, organic sesame seeds, sea salt, organic cheddar cheese (organic cultured pasteurized milk, salt, enzymes), organic whey, organic butter powder (organic butter, organic nonfat milk, mixed tocopherols), onion powder, organic nonfat dry milk, natural caramel color, lactic acid powder (lactic acid, calcium lactate), tomato powder, green bell pepper powder, autolyzed yeast extract, garlic powder, spices, jalapeño powder, natural flavors, citric acid, organic blue cheese paste (organic blue cheese [milk, cheese cultures, salt, enzymes, calcium chloride], water), paprika extract (color), and less than 2% silicon dioxide (anti-caking agent). Contains Milk.

② **Wasabe.** Crunchy rice chips seasoned with the naturally spicy flavor of wasabi (Japanese horseradish: wah-SAH-be).

Ingredients: Brown rice, brown rice flour, organic masa corn flour, white rice flour, high oleic expeller-pressed safflower or sunflower oil, organic sesame seeds, sea salt, evaporated cane juice, onion powder, natural caramel color, dried parsley, torula yeast, horseradish powder, mustard flour, autolyzed yeast extract, garlic powder, dried vinegar, citric acid, spice extracts, natural flavors, spices, and less than 2% silicon dioxide (anti-caking agent).

WF GF Vegetarian 6 Ounce Bags **\$2.89**

Mr. Krispers Rice Krisps. Tired of the same old, same old snacks? You're going to love Mr. Krispers Rice Krisps. They were created by



a fusion of cultures - American style flavors fused with Asian style rice snacks. Made from California brown rice and other whole grains, they are naturally cholesterol free and add fiber to your diet. Baked (not fried) for a healthy lifestyle and perfect for dipping, topping, or eating right from the bag. Choose from 4 Flavors:

① **Sea Salt & Pepper.**

Ingredients: Organic brown rice flour, organic white rice flour, organic corn masa flour, whole grain yellow corn, organic expeller pressed safflower and/or organic expeller pressed sunflower oil, organic evaporated cane juice, sea salt, toasted dehydrated onion powder, salt & pepper seasoning (sea salt, black pepper powder, coconut oil, extractives of black pepper [canola oil]), garlic powder, torula yeast. Produced in a plant that uses wheat, soy, tree nuts, and milk.

② **Sour Cream & Onion.**

Ingredients: Organic brown rice flour, organic white rice flour, organic corn masa flour, whole grain yellow corn, sour cream and onion seasoning (buttermilk powder, sour cream [cultured cream, lactic acid], sea salt, onion powder, nonfat dry milk, garlic powder, yeast extract, whey powder, parsley powder, butterfat, citric acid, silicon dioxide, annatto extract, natural flavor, turmeric extract), organic expeller pressed safflower and/or organic expeller pressed sunflower oil, organic evaporated cane juice, sea salt, toasted dehydrated onion powder, garlic powder, torula yeast. Produced in a plant that uses wheat, soy, tree nuts, and milk.

③ **Barbeque.**

Ingredients: Organic brown rice flour, organic white rice flour, organic corn masa flour, whole grain yellow corn, barbecue seasoning (sugar, salt, tomato powder, torula yeast, onion powder, oleoresin paprika, red pepper, natural smoke flavor, citric acid, oleoresin capsicum), organic expeller pressed safflower and/or organic expeller pressed sunflower oil, organic evaporated cane juice, sea salt, toasted dehydrated onion powder, garlic powder, torula yeast. Contains soy. Produced in plant that uses wheat, soy, tree nuts, & milk.

④ **Nacho.**

Ingredients: Rice meal, yellow corn masa, safflower oil, nacho seasoning (whey, cheddar cheese [pasteurized milk, cheese cultures, salt, enzymes]), salt, tomato powder, onion powder, buttermilk powder, garlic powder, spices, autolyzed yeast extract, citric acid, maltodextrin, paprika extract [color], maltic acid, natural flavor, turmeric extract [color], soy lecithin), organic evaporated cane juice, sea salt, toasted dehydrated onion powder, garlic powder, torula yeast. Contains milk & soy. Produced in a plant that uses wheat, soy, tree nuts, and milk.

No Wheat Added. Gluten-Free. Made in a plant that also produces wheat products; contains less than 100 parts per million of gluten.

② 4.2 Ounce Bags **\$2.09**