



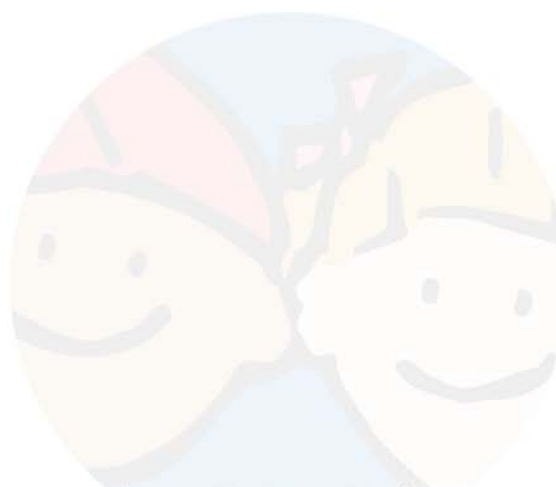
New Allergy-Friendly Foods for Kids Special Report

November 2008

Allergen-Free Foods: What New Products are Available?

A Report from the 2008 Natural Products Expo East

Sponsors:





Allergen-Free Foods: New Products from the Natural Products Expo East Fall 2008

Kids With Food Allergies representatives once again attended the Natural Products Expo East—a food-industry trade show—this time traveling to its new host location in Boston.

The exposition represented hundreds of companies, many of which cater to the allergy community. Natural food and products businesses showcased their flagship products and introduced new items to merchandisers and others in the retail business.

We hunted down the latest products to share with other parents of kids with food allergies. Hopefully several will work for you and your family!

This report reviews the new products available for Fall 2008.

KFA thanks Enjoy Life Foods® and Namaste Foods for sponsoring this report.

Word of caution: We've made a good-faith effort to obtain accurate information about these products, but as with everything you buy when you have food allergies, be sure to verify for yourself that any of these products are indeed safe for the food allergies you manage for yourself or your child.

New Products for 2008-2009:

Enjoy Life boom Choco boom Bars

Company: Enjoy Life Natural Brands, <http://www.EnjoyLifeFoods.com>

Kosher: ✓

Description: Rich chocolate bars made in three different varieties: dark chocolate, rice milk chocolate and rice milk chocolate with crispy rice.

Cross-Contamination Issues: The company's Web site states: "All Enjoy Life foods are specially made to be free of the eight most common allergens. Our products are made in a dedicated nut- and gluten-free bakery. Ingredients have been additionally tested to ensure strict allergen control standards are met."

Availability: Available at Whole Foods and online at Gluten Free Mall, Allergy Grocer and Peanut Free Planet. Use the company's store locator to find a store near you:

www.enjoylifefoods.com/where_to_buy/

Free of: peanut, tree nut, dairy, egg, wheat, soy, fish, shellfish, gluten, casein, potato, sesame and sulfites.



Namaste Biscuits, Piecrust and More Baking Mix

Company: Namaste Foods, www.namastefoods.com

Kosher: ✓

Description: A versatile baking mix for making biscuits, piecrusts, dumplings, shortcake, biscuits and more.

Cross-Contamination Issues: The company's Web site and literature state: "Namaste Foods are made in a dedicated allergen-free bakery."

Availability: Will be available on the company's Web site by the end of this year and nationwide in stores that stock the product in early 2009. Use the company's [store locator](#) to find a store near you.

Free of: peanut, tree nut, dairy, egg, wheat, soy, fish, shellfish, gluten, corn and potato.

Namaste Perfect Flour Blend

Company: Namaste Foods, www.namastefoods.com

Kosher: ✓

Description: A versatile flour blend that replaces wheat flour in your everyday recipes. Now you can make your own favorite cakes, cookies and baked goods without sacrificing taste or texture.

Cross-Contamination Issues: The Web site and literature state: "Namaste Foods are made in a dedicated allergen-free bakery."

Availability: Will be available on the company's Web site by the end of this year and nationwide in stores that stock the product in early 2009. Use the company's [store locator](#) to find a store near you.

Free of: peanut, tree nut, dairy, egg, wheat, soy, fish, shellfish, gluten, corn and potato.

Namaste Frosting Mixes

Company: Namaste Foods, www.namastefoods.com

Kosher: ✓

Description: Two varieties of frosting mixes: fudge and vanilla toffee. Just add your favorite safe margarine or shortening and milk or milk alternative such as rice milk. These frosting mixes are a perfect complement to Namaste Foods' cake mixes or your own cake recipes.

Cross-Contamination Issues: The Web site and literature state: "Namaste Foods are made in a dedicated allergen-free bakery."

Availability: Will be available on the company's Web site by the end of this year and nationwide in stores that stock the product in early 2009. Use the company's [store locator](#) to find a store near you.

Free of: peanut, tree nut, dairy, egg, wheat, soy, fish, shellfish, gluten, corn and potato.



Bella Baby Organic Frozen Baby Foods

Company: Bella Baby Foods L.L.C., www.bellababyfoods.com

Kosher: ✓

Description: Flash frozen packets of individual 1.5 oz.-portions of single-ingredient, organic pureed vegetables and fruits for home or on the go. No added salt, sugar or artificial ingredients.

Cross-Contamination Issues: They do not process any of the following allergens in their facilities: peanuts, tree nuts, milk, eggs, soy, fish, or shellfish. These are wheat and gluten-free products.

Availability: On the company's Web site and will be available in wider distribution soon.

Free of: peanut, tree nut, dairy, egg, wheat, soy, fish, shellfish, and gluten.

Cherrybrook Kitchen Ready-to-Eat Cookies

Company: Cherrybrook Kitchen, www.CherrybrookKitchen.com

Kosher: ✓

Description: Five varieties of ready-to-eat mini cookies: Mini Chocolate Chip Cookies, Mini Snicker Doodle Cookies and Mini Fudge Brownie Cookies (made with wheat); Mini Chocolate Chip Cookies and Mini Vanilla Graham Cookies (wheat- and gluten-free).

Cross-Contamination Issues: The company's Web site states: "All ready-to-eat cookies are prepared in a peanut-free and tree-nut free facility. The cookies share equipment with products containing dairy and egg. However, we have strict manufacturing and cleaning protocols and test for the presence of peanuts, dairy and eggs. The Gluten Free Dreams cookies are also tested for the presence of gluten, in addition to all the other tests noted above."

Availability: These are now available in a wide variety of stores throughout the country, including SuperTarget, Whole Foods and Wegmans. Use the store locator to find a store near you: www.cherrybrookkitchen.com/storelocator.php

Free of: peanut, tree nut, milk, eggs, and trans fat;

2 varieties are also free of: wheat and gluten.

Cherrybrook Kitchen Ready-to-Spread Frosting

Company: Cherrybrook Kitchen, www.CherrybrookKitchen.com

Kosher: ✓

Description: Two varieties of ready-to-spread frosting: chocolate and vanilla. The chocolate frosting has a rich, chocolaty flavor and the vanilla frosting has a strong, vanilla flavor (as compared to a vague "white frosting" flavor some commercially-available frostings have).

Cross-Contamination Issues: The company's Web site states: "All ready-to-spread frostings are prepared in a peanut- and tree nut-free facility. The frostings are prepared on

Free of: peanut, tree nut, milk, egg, wheat, gluten and trans fat.



dedicated equipment that does not produce dairy, egg or gluten products. We have strict manufacturing protocols, and we test for the presence of peanuts, dairy, eggs and gluten.”

Availability: Cherrybrook Kitchen’s products can be found in a wide variety of stores throughout the country, including SuperTarget, Whole Foods and Wegmans. Use the store locator to find a store near you: www.cherrybrookkitchen.com/storelocator.php

Eden Foods Red Quinoa

Company: Eden Foods, www.edenfoods.com

Kosher: ✓

Description: A new variety of quinoa, an ancient grain with a pleasant texture, great flavor, potent nutrition and convenience. Quinoa provides complete protein with the best amino acids profile of any grain.

Cross-Contamination Issues: Company’s Web site states: “None of our foods contain dairy derivatives, eggs, gelatin or animal derived by-products.” Also, no cross-contamination issues for soy, peanuts or tree nuts.

Availability: This product will be available in December at Whole Foods and many natural grocery stores. Use the company’s store locator to find a store near you: www.edenfoods.com/storelocator/search.php

Free of: peanut, tree nut, milk, egg, wheat, gluten, soy, fish and shellfish.

Divvies BingGO! Gourmet Chocolate Bars

Company: Divvies L.L.C, www.divvies.com

Kosher: ✓

Description: A delicious gourmet chocolate bar that’s made without dairy and nuts, and made in a dedicated facility so nuts and dairy never get in the door. Available in two varieties: Divvine Chocolate, a dark chocolate bar; and Benjamins Crunch, a dark chocolate bar with organic peppermint crunched-up candies.

Cross-Contamination Issues: The company’s Web site states: “Divvies gourmet candy comes from vendors whose ingredients are guaranteed allergen-free. Divvies candies, frosting and sprinkles are certified by their manufacturers to be peanut-, tree nut-, milk-, egg- and sesame-free, and are packaged in Divvies Bakery. Divvies conducts routine testing to minimize the risk of any cross-contamination in their certified allergen-free ingredients.”

Availability: Available online through the company’s Web site and select retailers.

Free of: peanut, tree nut, milk, egg, wheat, gluten, fish and shellfish.



HomeFree Organic Mini Oatmeal Chocolate Chip Cookies

Company: HomeFree, www.homefreetreats.com

Kosher: ✓

Description: These mini oatmeal chocolate chip cookies are soft and delicious, and each serving has 25% of the recommended whole grain for an entire day.

Free of: peanut, tree nut, dairy, egg, wheat, fish and shellfish.

Cross-Contamination Issues: The company's Web site states: "Contains soy lecithin. Our products are made in a dedicated facility containing no peanuts, no tree nuts, no eggs, no dairy and no wheat. Due to agricultural practices, oats at times can contain traces of wheat. We select each ingredient not only for its quality, but also for the way in which it was processed and packaged with regard to allergen cross-contamination. We choose suppliers that report the best possible practices with regard to cross contamination. And, to double check, we conduct allergen testing for peanut, almond, egg, and milk proteins on our incoming ingredient batches and on random product batches as well."

Availability: Available through the company's Web site and at a number of grocery stores, including some Whole Foods, Hannafords and Shaws.

Ian's Organic 2 Go Snack Mixes

Company: Ian's Natural Foods, www.iansnaturalfoods.com

Kosher: No

Description: Two varieties of peanut- and tree nut-free snack mixes that are also free of artificial colors, flavors and preservatives. The Rodeo Mix 2 Go contains pretzels, raisins, chocolate chips and white chocolate chips. The Jungle Mix 2 Go contains granola, raisins, chocolate chips and banana chips.

Free of: peanut, tree nut.

Cross-Contamination Issues: The company's literature states: "This product is produced on dedicated peanut- and tree nut-free machinery in a peanut-free, tree-nut free facility. Contains: wheat, dairy and soy."

Availability: Now available online through their Web site, and at major natural foods stores nationwide. Use the company's store locator to find a store near you:

www.iansnaturalfoods.com/where_to_buy.aspx



Ian's Mega Mix Snack Mixes

Company: Ian's Natural Foods, www.iansnaturalfoods.com

Free of: peanut, tree nut.

Kosher: No

Description: A peanut- and tree-nut free healthy low-fat snack mix that is baked, not fried, and made with real vegetables and potatoes. Available in three varieties: BBG Mega Mix, Lightly Salted Mega Mix and White Cheddar Mega Mix.

Cross-Contamination Issues: The company's literature states: "This product is produced in a facility that processes products using soy and wheat. This product is produced in a dedicated peanut- and tree nut-free facility." The BBQ Mega Mix and the Lightly Salted Mega Mix are made on equipment shared with the White Cheddar Mega Mix. The White Cheddar variety contains milk.

Availability: Now available online through their Web site, and at major natural foods stores nationwide. Use the company's store locator to find a store near you: www.iansnaturalfoods.com/where_to_buy.aspx

Ian's GO Bars

Company: Ian's Natural Foods, www.iansnaturalfoods.com

Free of: wheat, gluten.

Kosher: No

Description: A wheat- and gluten-free yogurt and cereal bar that is low in sugar and fat, and made with wholesome brown grain rice cereal. No artificial colors, flavors or preservatives. Available in two varieties: Apple Pie GO Bars and Cinnamon Bun GO Bars.

Cross-Contamination Issues: The company's literature states: "Wheat-free, gluten-free. Contains Milk and Soy." Not a nut- or peanut-free product.

Availability: Shipping to stores in January and will be available online through their Web site, and at major natural foods stores nationwide.

Just Tomatoes etc. Single Serve Packets of Organic Fruits and Vegetables

Company: Just Tomatoes, etc.!, www.JustTomatoes.com

Free of: peanut, tree nut, milk, egg, wheat, gluten, fish, shellfish, GMO's, trans fats.

Kosher: No

Description: Just Tomatoes, etc.!, organic freeze-dried fruits and vegetables, are now available in a single-serving package. The single-serving bags are perfect for lunch boxes, party favors, and more. Single serving fruit packages range from 1/2 ounce to 1 ounce, depending on the product. Veggies range from 3/4 ounce to 2 ounces. The products are flash frozen and



vacuum packaged to extract the water. No extra ingredients are added, and the products keep their nutrients.

Cross-Contamination Issues: Because they do have a soy nut product, all of their products have a potential cross-contamination risk with soy. The company's flier states: "We only process fruits and vegetables. Absolutely no nuts are in our facilities."

Availability: Available online through the company's Web site, and nationwide at natural foods stores and some grocery chains.

Lucy's Cookies

Company: Dr. Lucy's, L.L.C, www.drLucys.com

Kosher: ✓

Description: Four varieties of crispy, crunchy cookies: chocolate chip, oatmeal, cinnamon and sugar.

Free of: peanut, tree nut, milk, egg, wheat, gluten, fish and shellfish.

Cross-Contamination Issues: The company's Web site states: "Using high-quality ingredients in a carefully controlled bakery to be sure that the products meet strict allergen testing criteria. We only buy raw materials from carefully selected producers; ingredients without certain allergens. We use the best available testing to ensure there are no detectable allergens from our list: wheat, gluten, dairy milk, butter, eggs, casein, peanuts or tree nuts. We don't allow any of these items into our bakery. In fact peanuts and tree nuts aren't even allowed in our building!"

Availability: Available online through the company's Web site, at many Whole Foods and other stores. Use the company's store locator to find a store near you: www.drLucys.com/contact/storelocator.php

Pamela's 4-Pound-Size Gluten-Free Bread Mix and Flour Blend

Company: Pamela's Products, www.pamelasproducts.com

Kosher: ✓ (labeled Kosher dairy)

Description: Easy-to-use, quick and versatile mix for making bread that stays soft for days. Also makes pizza crust, dinner rolls and more.

Cross-Contamination Issues: The company's Web site states: "Pamela's Products have been formulated and produced to be wheat-free and gluten-free." An e-mail from the company confirms that "the product is made in a facility that also processes tree nuts, soy, eggs and milk. There are no peanuts in the blending plant."

Availability: Available in December online through their Web site, at Amazon.com and at natural foods stores, such as Whole Foods, Sprouts, Wegmans and more, as well as many grocery stores such as Safeway, Fred Meyer, Kroger, Winn Dixie and Publix, throughout the United States, Canada and other countries.

Free of: wheat, gluten, fish, shellfish, peanut.



Pamela's Corn Bread and Muffin Mix

Company: Pamela's Products, www.PamelasProducts.com

Kosher: ✓ (labeled Kosher dairy)

Description: Versatile wheat- and gluten-free mix for making corn bread or corn muffins. Cornmeal is organic to ensure that it is GMO free.

Cross-Contamination Issues: The company's Web site states: "Pamela's Products have been formulated and produced to be wheat-free and gluten-free." An e-mail from the company confirms that "the product is made in a facility that also processes tree nuts, soy, eggs and milk. There are no peanuts in the blending plant."

Availability: Available in February online through their Web site, at Amazon.com and at natural foods stores, such as Whole Foods, Sprouts, Wegmans and more, as well as many grocery stores such as Safeway, Fred Meyer, Kroger, Winn Dixie and Publix, throughout the United States, Canada and other countries.

Free of: wheat, gluten, fish, shellfish, peanut.

People Pops and People Drops

Company: Healthy People Products, LTD., www.peoplepops.net

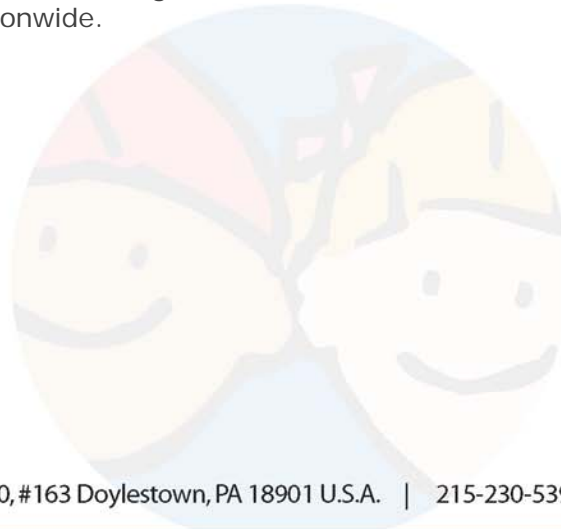
Kosher: ✓

Description: All-natural sugar-free candy formulated for pure, wholesome goodness in 14 different flavors. No artificial ingredients, no preservatives, no artificial flavors or colors.

Cross-Contamination Issues: From a company e-mail: "There isn't any chance of contamination (shared equipment) with milk, soy, eggs, peanuts, tree nuts, fish or shellfish."

Availability: Available online through Amazon.com and the company's Web site, and at natural foods stores nationwide.

Free of: milk, soy, egg, wheat, gluten, fish, shellfish, peanut and tree nut.





Oregon Chai Tea Latte Concentrates

Company: Oregon Chai Inc., www.oregonchai.com

Kosher: No

Free of: milk, wheat, soy, egg, fish, shellfish, and peanut.

Description: Oregon Chai Tea is now available in an easy-to-prepare tea concentrate. With Oregon Chai Tea Latte Concentrates, you can enjoy chai, the fastest growing product in the tea category. It's easy to prepare and comes in flavors to please any palate. When mixed with equal parts of milk or soy, the latte concentrate creates a sweet, spicy, creamy beverage. To drink hot, heat mixture using stove top or microwave. To drink cold, pour the mixture over ice. Available in nine flavors, including two seasonal favorites: Original, Slightly Sweet Original, Sugar Free Original, Caffeine-Free Original, Vegan Original, Matcha Green Tea, Vanilla, Chai Nog and Chai Cider. Each 32 oz. carton is shelf-stable until opened.

Parents, Pamper Yourselves! Add your favorite milk substitute and indulge

Cross-Contamination Issues: From a company e-mail: "All of our liquid Concentrates except for the Matcha Green Tea are free of peanuts, tree nuts, milk, eggs, wheat, soy, fish and shellfish. The Matcha Green Tea contains almonds. While we do not have designated lines for processing runs of only the Matcha, our lines are cleaned and inspected after each run. Strict policies are enforced so that there will be no cross-contamination."

Availability: Available online through the company's Web site and at major national natural foods stores, some grocery chains and miscellaneous other locations.

***Kids With Food Allergies, Inc.**, is a national nonprofit food allergy organization dedicated to fostering optimal health, nutrition, and well-being of children with food allergies by providing education and a caring support community for their families and caregivers.*

