

## **New Celiac-Safe™ Baking Mixes meet European Food Safety Standards-- Helping those with Gluten Intolerance Enjoy Meals Again!**

**CEDAR RAPIDS (January 15, 2008):** The new website [tasteslikerealfood.com](http://tasteslikerealfood.com) is taking orders for its new Toro™ brand Celiac-Safe™ baking mixes. Imported from Norway, they provide exceptional taste and texture for those with celiac disease or gluten-intolerance.

“People who are gluten sensitive or who suffer from celiac disease share a similar story,” said Jenny Bosking, President of Aarlsberg Foods LLC. “We are tired of paying good money for baking products that don’t taste good, and we are searching for products that will help us enjoy our meals again.”

Toro™ brand baking mixes are manufactured according to the Codex Alimentarius, the food safety standard of the European Union. The Codex Alimentarius allows a trace amount of gluten (20 parts per million) to be used in products defined as gluten-free. These products have been enjoyed safely by celiacs in Europe for nearly 30 years.

In 2007, the United States FDA began consideration to establish a definition of gluten-free. One of the options being evaluated is to adopt the European standard of 20 parts per million.

Baking mixes that are manufactured according to the EU standard taste much better and have better texture and consistency.

“While the FDA has not yet established a measure for how much gluten is actually considered safe for sufferers, the EU has been dealing with the problem for decades,” said Bosking, a diagnosed celiac herself. “These delicious products are proven safe, and they taste great!”

Bosking was diagnosed with celiac disease in 1993, and discovered the products on a family trip to Norway several years later. Dismayed that she could not get the same quality of products in the United States, and convinced there was a huge demand, she decided to bring the Toro™ brand products to the U.S., for herself and other sufferers.

[Tasteslikerealfood.com](http://Tasteslikerealfood.com) is now offering four mixes: white bread, whole meal bread, waffle and pancake, and sponge cake. Products will be available beginning in March for the U.S. and Canada, and interested consumers can visit the site now and sign up to receive coupons for their first order.

“These products aren’t just good enough for celiac sufferers,” said Bosking. “These are good enough for the whole family. It’s now possible to follow a celiac-

safe diet and enjoy what you're eating. These products really do taste like real food!"

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Aarlsberg Foods LLC owns the website [Tasteslikerealfood.com](http://Tasteslikerealfood.com) and is the exclusive North American distributor of Toro™ brand Celiac-Safe™ baking mixes, manufactured at a state-of-the-art facility in Bergen, Norway.

Headquartered in Cedar Rapids, Iowa, their mission is to help people living with celiac disease and gluten-sensitivity enjoy meals again.

[www.tasteslikerealfood.com](http://www.tasteslikerealfood.com)

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