

NEW! Gluten-Free Products

Sales of gluten-free products have grown 30% and Packaged Facts projects that U.S. sales of gluten-free foods and beverages will exceed \$5 billion by 2015. Call 1.800.201.1600 or visit monprov.com to order your gluten-free products today!



8831	VENICE BAKERY	GLUTEN FREE 10 INCH CHEESE PIZZA
7827	VENICE BAKERY	MUSHROOM PROVOLONE GLUTEN-FREE PIZZA
9716	VENICE BAKERY	PESTO CHEESE GLUTEN-FREE PIZZA
7825	VENICE BAKERY	GLUTEN-FREE PIZZA CRUST

Pizza Dough Balls Also Available! Item #6937 (30/ 19oz) #7824 (24/16oz)



5092	STARFISH	GLUTEN-FREE BATTERED COD
5093	STARFISH	GLUTEN-FREE BATTERED HALIBUT
7475	STARFISH	GLUTEN-FREE ITALIAN BREADED HADDOCK
7476	STARFISH	GLUTEN-FREE ITALIAN BREADED SOLE



Item 8684
Sauce Goddess
Big and Tasty
Gluten-Free
Sauce



Gluten-Free Breads & Desserts

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|------|-----------------------------------|---------------|
| 1930 | FUDGE BROWNIE GLUTEN FREE | FRENCH MEADOW |
| 1931 | CHOC CHIP COOKIE GLUTEN FREE | FRENCH MEADOW |
| 1932 | FDG BROWNIE BITES GLUTEN FREE | FRENCH MEADOW |
| 1934 | BLUEBERRY MUFFINS GLUTEN FREE | FRENCH MEADOW |
| 1935 | APPLE CIN. MUFFIN GLUTEN FREE | FRENCH MEADOW |
| 1936 | YELLOW CAKE 4 IN. GLUTEN FREE | FRENCH MEADOW |
| 1937 | CHOC. CAKE 4 IN. GLUTEN FREE | FRENCH MEADOW |
| 1940 | YELLOW CUPCAKES GLUTEN FREE | FRENCH MEADOW |
| 1941 | CHOC. CUPCAKES GLUTEN FREE | FRENCH MEADOW |
| 1942 | WHITE BREAD GLUTEN FREE | FRENCH MEADOW |
| 1945 | HONEY MULTI GRAIN BREAD GLTN FREE | FRENCH MEADOW |
| 1946 | CIN. RAISIN BREAD GLUTEN FREE | FRENCH MEADOW |



French Meadow offers a line-up of delicious gluten-free baked goods that are certified Gluten-Free by the Gluten-Free Certification Organization.



Item 2914
Chuckanut Gluten-Free
New York Cheesecake



Order Today: 1.800.201.1600 or www.monprov.com

Gluten-Free Breads!



- 1942
- 1945
- 1946

- WHITE BREAD
- HONEY MULTI GRAIN BREAD
- CIN. RAISIN BREAD

- FRENCH MEADOW
- FRENCH MEADOW
- FRENCH MEADOW

Trends Analysis: Gluten-Free

“Are you gluten-free?” The term describes more than the sector of the food and beverage industry that has morphed from specialty niche to mainstream sensation in just a few years. **“Gluten-free” has become an identity for the tens of millions of Americans** who have reduced or eliminated their consumption of wheat, barley, rye, and oats. Indeed, consumer demand has driven the extraordinary surge in the market for gluten-free foods and beverages.

Many people are gluten-free out of necessity, because they suffer from celiac disease or a food allergy. But **a growing number are gluten-free by choice**, as evidence emerges that this diet may treat medical conditions ranging from autism in children to rheumatoid arthritis in adults. Others find that living gluten-free simply makes them feel better. Packaged Facts estimates the U.S. market for gluten-free foods and beverages at \$2.6 billion in 2010, for a compound annual growth rate of 30% over the 2006-2010 period, and projects that **U.S. sales of gluten-free foods and beverages will exceed \$5 billion by 2015.**

Contact Monterrey Provisions to order Gluten-Free Products Today:
1.800.201.1600 or www.monprov.com

TIPS ON HOW TO MARKET GLUTEN-FREE PRODUCTS:

Clearly mark gluten-free products with consistent labeling throughout the store.

Develop advertising campaigns which specifically highlight savings on gluten-free products.

OVER 20% OF CONSUMERS ARE INTERESTED IN GLUTEN-FREE PRODUCTS!

Create distinctive end-cap displays which highlight your store's gluten-free products

64% OF CUSTOMERS PURCHASE PRODUCT DURING AN IN-STORE DEMO!

Use product sampling (product demonstrations) to let your customers experience how great gluten-free products taste.

Organize specific in-store events featuring your gluten-free products, supported by demos, ads and informative POS material.

SUPPORT THE GLUTEN-FREE TREND AND WATCH YOUR SALES GROW!

Monterrey Provision Company's Gluten-Free Manufacturer Partners Include:



Monterrey Provision Company
1.800.201.1600 monprov.com

Gluten-Free Momentum Accelerating

Sales of gluten-free foods and beverages, once considered specialty items, had a compound annual growth rate of 30% in the U.S. between 2006 and 2010, according to the latest report on this category from research publisher Packaged Facts. Packaged Facts, which previously projected that sales of gluten-free foods and beverages would reach \$2.3 billion by 2011, has revised those estimates, putting the market at \$2.64 billion in 2010.

Moreover, despite factors such as expected falling product prices due to a greater presence of these items in mass outlets and more private-label choices, the researcher expects gluten-free products to show average annual compound growth of 14% between 2011 and 2015, to reach sales of to \$5.6 billion by 2015.

The dynamics behind this growth start with growing consumer awareness of celiac disease -- a chronic autoimmune intestinal disorder in genetically susceptible individuals that causes a toxic reaction to ingesting wheat gluten and similar proteins. A Mayo Clinic study found that the rate of celiac disease has more than quadrupled in the past 50 years.

These days, "everyone knows someone" who is living gluten-free. There is evidence that gluten-free diets may relieve autism in children and adult rheumatoid arthritis. Furthermore, from a broader perspective, a growing number of consumers perceive gluten-free products as being of higher quality and having a healthy "aura" -- a dynamic similar to the one that's driven sales growth of kosher foods in recent years, points out the report. "There is a demand for [gluten-free] foods and beverages that mainstream food manufacturers and retailers are increasingly happy to satisfy," observes Don Montuori, publisher of Packaged Facts.

Recognition by major brands and mass retailers of the sustainable -- non-fad -- growth of gluten-free products, has resulted in a push to market/carry such products. The surge in the sales and number of products specifically marketed as gluten-free in supermarkets and mass merchandisers tracked by Symphony IRI has reached the point that, according to one brand marketer quoted in the report, gluten-free products are becoming "just a regular grocery item."

- **The retail market for gluten-free foods and beverages is exploding as a result of multiple triggers.**
- **On the consumer side, demand has been growing exponentially as sufferers of a wide variety of maladies (including celiac disease, autism, attention deficit disorder, irritated bowel syndrome, and MS) have come to believe a gluten-free diet will provide relief.**
- **The consumer core of celiac disease, and gluten allergy, sufferers is also growing steadily as diagnosis and treatment of these conditions has improved and increased.**
- **Retailers are holding up their side too. Supermarkets' gluten-free marketing ranges from gluten-free product lists on their websites, to gluten-free private-label reformulations, to new gluten-free store sections.**
- **Even the current economic slowdown cannot be seen as a negative factor for the overall gluten-free foods and beverages market, as hard-pressed consumers are motivated to try dietary self-help when mainstream medical assistance grows out of reach.**