

The Frequent Fryer

Volume 1, Issue 2

Winter 2009-2010

Special points of interest:

- Maintaining Your Restricted Diet
- Childhood Obesity and School lunch program news
- Sales promotions from CrispTek
- Latest blogs from around the world
- Recipes, helpful hints and suggestions for getting the most out of ChoiceBatter

Inside this issue:

CBS TV San Francisco	2
Featured Recipe	2
Local Retailers	3
Blogger Corner	3
CrispTek Background	4
Program Details	4

Holiday Travel Tips for Those with Celiac Disease

With the holiday season in full swing, many of us will be making trips to see family and friends over the next few weeks.

If you like to travel, celiac disease doesn't need to be a roadblock. With some planning, you can eat safely when traveling by land, sea, or air and maintain a gluten-free diet once you reach your destination.

Before you leave, try to find out if the city or area you will be traveling to has a celiac support group or organization, which could be a great source of information about local places to stay, eat, and shop for food.

If possible, pack food to bring with you when you travel. Good choices include a jar of peanut butter, a foil pack of tuna fish, or some gluten-free crackers or pretzels, according to Anne Roland Lee, MEd, RD, a nutritionist with Columbia University's Celiac Disease Center. Even if you think you won't need it, delays or other unforeseen events could arise, leaving you hungry and without access to gluten-free food.

Roger Elliott, founder of www.celiactravel.com recommends carrying at least one meal's worth of calories with you. "If you don't, you'll find yourself hungry and taking risks you wouldn't otherwise take," he said.

Once you reach your destination, follow the same guidelines you did while traveling. Call ahead to restaurants with your request for a gluten-free meal, and confirm it once you arrive and again before you eat.

Another approach is to hand your server a

restaurant card explaining celiac disease and its necessary dietary restrictions. With the cards, you don't have to rely on servers to remember to convey your information to the chef or to understand what you said. Elliott, who has celiac disease and likes to travel, created restaurant cards in 38 languages to help people like himself. You can find Roger's restaurant cards at the following site:

www.celiactravel.com/restaurant-cards.html

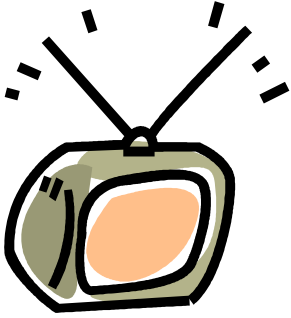
The Gluten Intolerance Group of North America (GIG) is helping U.S. restaurants understand the dietary needs of people with gluten intolerance through the Gluten-Free Restaurant Awareness Program (GFRAP).

According to GFRAP committee chair, Madelyn Smith, interested restaurants receive education and training, along with recipe reviews of gluten-free menu items. See the following site for more information, www.glutenfreerestaurants.org.

The GFRAP began as an initiative of the Westchester, NY, Celiac Sprue Support Group. The GIG assumed operation of the expanding program and combined it with the GIG's Corporate Restaurant Program last July, according to Smith. "This program is great for travelers because they can search for a restaurant by city, state, or cuisine," she said. "Our vision is for the program to become international."

(Sources include National Institutes of Health Celiac Disease Awareness Campaign)

CBS TV Consumer Watch Features Choice Batter



Choice Batter was recently featured on KPIX CBS TV 5 in San Francisco. Sue Kwon, Consumer Watch reporter for CBS 5 Eyewitness News and host of Bay Sunday, reported on our product. Please see the following link: www.cbs5.com/food/deep.fried.food.2.1315727.html

CALL TO ACTION.... This "consumer watch" news segment has generated interest from retail stores in northern California, and we hope to be on their shelves in the next

month or so. Having Choice Batter on the shelf makes it easier for our customers to purchase and eliminates the shipping charges incurred by using our website's shopping cart. We need your help in contacting your local CBS affiliate. Share this link from CBS TV in San Francisco, and encourage them to also do a "consumer watch" or "health watch" segment on Choice Batter. Please direct them to sales@crisptek.com. We appreciate your assistance and would like to re-

ward you with a \$2.00 off shipping discount coupon on your next internet order. Discount code – "WINTER", and it has unlimited usage until 12/31/09.



Sue Kwon
KPIX CBS TV 5 in San Francisco

Featured Recipe (Deb Wheaton in southern California)



DEB'S DEEP FRIED STUFFING BALLS

Ingredients:

*Gluten-Free left over stuffing (the drier, the better)
Choice Batter mix
Oil for deep frying

Heat oil to high.
Create tight, golf ball sized stuffing balls.
Coat balls with Choice Batter prepared mix (minus 1 tsp of water)
Place 4-6 balls into bottom of deep fryer basket
Lower basket into oil and **Fry on high for 2 minutes

Enjoy 2 great tastes that taste great together
*We have a great recipe if necessary
** frying hint: as stuffing is already cooked, the key is to cook the balls on the highest heat for the shortest amount of time.

Until recently, I had given up on deep frying. My daughter convinced me to try Choice Batter and I was immediately hooked. I've used your product 4 times now, always with great results. As you are probably aware, dozens of Gluten-Free flour and baking mixes have flooded the market in recent years. But the truth is, most long time Celiacs have figured out how to modify their favorite recipes. Most of us don't really need all those mixes. What **has** been missing is an acceptable GF batter for deep frying. A GF batter with that real authentic crispy taste has remained a myth. The words "deep fry batter" and "Gluten-Free" simply aren't words that we use together in a sentence. Deep fried Gluten-Free batter has remained the "Big Foot" of Celiac cooking. I'm inspired by Choice



Batter and I'd challenge anyone to a "fry-off".

It's all in the name you've given it: "Choice". There are so many choices; I am confident that I can open the fridge and deep fry just about anything. Truly, this product has opened up a whole new world of cooking in my Gluten-Free kitchen.

And if taste was not enough;

like most of us, I'm also very health conscious. The idea that Choice Batter has such low oil absorption is a huge bonus.

Thanks for creating a great product with endless possibilities.

And now there are some pickles calling out my name.

Happy Frying! Deb Wheaton

Choice Batter on Store Shelves Across the Country

Wow! Since being introduced in June, Choice Batter can now be purchased in 33 retail stores, in 13 different states. Thank you for your support in contacting your favorite stores, and informing their manager about our product. Please check our website for a list of current stores at www.choicebatter.com/resources.php#retail.

If you are not fortunate to have a store nearby, please print/cut the brief request below. Then deposit it in the comment box at your grocer. It is also helpful to ask to see the store manager, and express your desire to have ChoiceBatter available in their store.



Dear Store Manager,
I recently tried a new gluten-free product, Choice Batter, by CrispTek. It's a great-tasting, low-oil absorbing, gluten-free and kosher frying batter. Check it out at www.ChoiceBatter.com.
Please consider stocking ChoiceBatter in your store. For details regarding wholesale pricing and distribution contact sales@CrispTek.com.
Sincerely,

Your Loyal Patron



Quote of the Month

We are so happy to have Choice Batter as a part of our diet. As our family lives with the challenges of severe multiple food allergies it's hard to find products not containing the top eight allergens including corn. Choice Batter is a product that does what it says. I have been disappointed with other gluten-free products - excited to use them, but later finding out they will only work if you add an allergen to them. The onion rings and fried zucchini are great, and I have a new favorite food - fried green beans! Kathy of Glendale, AZ

Blogger Corner (Jen Cafferty at www.gfreelife.com)



Fried Zucchini

My kids wanted to "cook" and we had the choice of making dried apples or fried zucchini. The fried zucchini (with Choice Batter) won – and what a treat it was! My



kids (very honest critics) both let out a big YUMMMM!

...it is so nice to know that we could have a "normal" fried food item again. I can't wait to try to make fried chicken!





A Newsletter from
**CrispTek, Makers of
ChoiceBatter**

CrispTek, LLC
9250 Bendix Road, North
Suite 510
Columbia, MD 21045-1832

410-715-2009

Visit our website at
www.ChoiceBatter.com

*Choice
Batter*

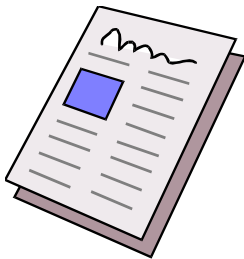
*The healthier option for GREAT-
TASTING Gluten-Free frying!*

Science at work to make food healthier

Five-guys with a fryer founded CrispTek in response to consumer demand for reducing fat in their diets and the need for gluten-free cooking alternatives. The company obtained an exclusive license from the USDA-ARS (Patent # 6,224,921) to develop ChoiceBatter™ and bring it to you.



Frequent Fryer Program Details



Some foods just taste better fried! You can enjoy your favorites, while drastically reducing the oil absorbed by the batter. Introduce your family and friends to Choice Batter. Host a party for your favorite sports event (College football or Super Bowl), movie night, progressive dinners – whatever!

Benefits of membership:

- Receive discounts for:
 - Frequent purchases
 - Referring a friend
- Entry into a drawing for a new fryer.
- Receive our free newsletter “The Frequent Fryer” so you can keep up on the latest recipe ideas, sales promotions, nutritional information, industry statistics and more.



Not a member yet? Visit our website www.choicebatter.com, and sign up today!