

Cherrybrook Kitchen™

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The Allergy-free Industry is Growing:

- 11 million Americans have food allergies.
- 9 million Americans are allergic specifically to dairy, peanuts, tree nuts and eggs- all of which Cherrybrook Kitchen's mixes do not contain.
- 3 million Americans have wheat or gluten allergies.
- 2 million children in the U.S. have food allergies.
- The rate of food allergies is doubling every 5 years.
- Allergy specialist say there is no cure in sight.
- Legislation has been signed by President Bush to regulate and improve the labeling information specific to the major 8 allergens by 2006.
- The only solution is to meet these customers' needs.

Cherrybrook Kitchen's Pioneering Effort:

- We provide absolutely delicious and easy to make all-natural baking mixes that are peanut free, dairy free, nut free, and egg free. Our new line of mixes is additionally wheat free and gluten free!
- We batch test all of our mixes to be certain there are no allergen cross contaminants.
- Our customers now have a product that they can rely on for flavor and have confidence in concerning allergy safety.

Allergy Issues Are Now Your Concern Too:

- Most manufactures now have an allergy disclaimer printed on their product packaging. They are particularly concerned with nuts and peanuts.
- Many Schools, Airlines, Camps, etc. have banned peanuts to avoid problems.
- Restaurants cater to allergic customers and now train their staff to handle allergy issues.
- Parents buy peanut-free household food products for their children's friends and other guests with food allergies.
- Until now, allergy foods were often flavorless and difficult to prepare.

Cherrybrook Kitchen's Customer Appeal:

- Allergy-free (dairy, peanuts, nuts, and egg)
- Wheat Free/Gluten free
- Vegetarian
- Vegan
- All-Natural
- Kosher