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## **Bob's Red Mill Launches Gluten Free Pizza Crust**

*Gluten-free pioneer offers first gluten free pizza crust made with more than 50 percent whole grains*

Portland, Ore. – **January 28, 2008** – Pizza craving is a thing of the past for gluten-intolerant pizza lovers, thanks to the new Gluten Free Pizza Crust Mix from Bob's Red Mill. Every package contains more than 50 percent whole grains, making this mix both healthy and delicious.

Bob's Red Mill developed the Gluten Free Pizza Crust Mix in its own gluten-free test kitchen with the goal of providing a safe pizza crust alternative for those on a restricted diet. Gluten-intolerant consumers said goodbye to pizza many years ago, thanks to the common ingredient of gluten in pizza crust.

“One of the top requests we receive from our gluten-intolerant customers is for a safe and delicious pizza crust,” said Bob Moore, founder of Bob's Red Mill Natural Foods. “We made sure to create a mix that bakes up light, crispy, and delicious.”

Over the years, Bob's Red Mill has strived to create gluten-free products that provide a safe and whole-grain alternative to traditional foods. In addition to providing gluten-free pizza lovers with 4 grams of dietary fiber, 3 grams of protein, and 28 grams of whole grains, the Gluten Free Pizza Crust Mix is simple and easy to make.

The Gluten Free Pizza Crust Mix is the first of its kind available nationwide in mainstream and natural food stores. The suggested MSRP for a 16 ounce bag is \$3.99. Each bag yields two 12 inch pizza crusts.

Bob's Red Mill's line of gluten-free products is manufactured in the company's dedicated gluten-free facility. Lab-testing is performed during the production of each batch using the R5 Elisa Test to ensure gluten-free status.

### **ABOUT BOB'S RED MILL**

Bob's Red Mill Natural Foods, a distinctive stone grinding miller of whole grains, was founded in 1978 with the mission of moving people back to the basics with healthy whole grains, high-fiber and complex carbohydrates. Bob's Red Mill offers a diverse line of all natural, organic and gluten-free flours, cereals, meals and mixes for pancakes, breads and soups, with more than 400 products available throughout the U.S. and Canada. With its dedicated gluten-free manufacturing facility and strict organic protocols, the company has emerged as a leader in providing safe and delicious natural, organic and gluten-free products. For more information visit [www.bobsredmill.com](http://www.bobsredmill.com).

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