

JUNE 2013



# BAKING

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EDITOR | **Laura Aiken**  
editor@bakersjournal.com  
416-522-1595  
1-888-599-2228 ext. 250

ASSISTANT EDITOR | **Karly O'Brien**  
kobrien@annexweb.com  
905-713-4358

TECHNICAL EDITOR | **John McColl**, Puratos Canada  
jmccoll@puratos.com

NATIONAL ADVERTISING MANAGER | **Stephanie Jewell**  
sjewell@annexweb.com  
705-826-2254  
1-888-599-2228 ext. 268

SALES ASSISTANT | **Jarah Stefek**  
jstefek@annexweb.com  
519-429-5176  
1-888-599-2228 ext. 219

GROUP PUBLISHER | **Martin McNulty**  
mmcnulty@annexweb.com

PRESIDENT | **Mike Fredericks**  
mfedericks@annexweb.com

Mailing Address  
P.O. Box 530, 105 Donly Dr. S.,  
Simcoe, ON N3Y 4N5

PUBLICATION MAIL AGREEMENT NO.  
40065710,  
RETURN UNDELIVERABLE CANADIAN  
ADDRESSES TO: CIRCULATION  
DEPARTMENT,  
P.O. BOX 530, SIMCOE, ON N3Y 4N5  
e-mail: subscribe@bakersjournal.com

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**welcome LETTER**  
BY LAURA AIKEN

# CAN'T BE FREE FROM FOOD SAFETY

**T**his is a food safety supplement. While interest in a gluten-free diet has ballooned in the marketplace on the merits of rising cases of celiac disease and trendiness, the focus of this particular publication is on serving people who have been diagnosed with celiac disease, or other medical reasons such as gluten intolerance or sensitivity.

People have a right to safe food. This is the belief that ought to underpin the development of gluten-free products (although the growth of the market has certainly attracted the monetary sensibilities and that's okay, there's nothing wrong with making money). However, there is something wrong with being cavalier about cross-contamination. Knowing this industry, I believe bakers have the best intentions at heart. The real question is whether they have the know-how and the facility to carry out the objective of providing safe food, given that the whole gluten-free boom is really pretty recent, as food movements go. There is a lot of pressure out there for everyone to be offering something gluten-free. No one wants to lose customers because they are not.

Research indicates that celiac disease affects one in 100-200 people in the U.S., and Canada likely has similar statistics, reports the Canadian Celiac Association. The only treatment is a lifelong gluten-free diet. Even if a person appears to tolerate a small amount of gluten well, there is still damage being done to his or her intestinal lining. Gluten-wise, gluten-friendly, or any other catchphrase in use will not do the trick. The treatment orders for this disease are strict.

The adoption of gluten-free products in mainstream supermarkets signals new opportunities for gluten-free companies. A recent report by MarketsandMarkets estimated the gluten-free market to reach \$6.2 billion worldwide by 2018. North America holds a 57 per cent share. Globally, the retail value of the bakery industry was on pace to be worth about US \$465 billion in 2012, reported CompaniesandMarkets.com. Yes, gluten-free is growing, but it is a relatively small piece of the pie, truly a niche market that is important because people have a right to safe food.

People who subscribe to a gluten-free diet because of a perceived health benefit or non-medical reasons are considered the halo customer segment and add about 9 million customers to the gluten-free market in Canada, according to information gathered by the Canadian Gluten-Free Certification Program. This group may change their mind, but persons with medically diagnosed reasons are not. This is your customer for life. I can only imagine what a diagnosis

like that would mean to people who have thoroughly enjoyed every soft and chewy bite of baguette they've ever taken. It could feel like a burden. For these folks, the innovations and dedication bakeries such as

Kinnikinnick Foods have shown have helped turn an illness into an opportunity to still enjoy foods as they have known them their whole life. Taste-wise, gluten-free foods have come a long way.

Accessibility to gluten-free food has no doubt improved. I'll never forget Donna van Veghel-Wood of Baked at Frankie's, a small gluten-free bakery in Uxbridge, Ont., and our 2011 Innovator of the Year, telling me about her late son Frankie, who had celiac disease and needed to travel around with his own cooler of food in his car.

We hope you find this supplement enlightening and helpful in its approach to supplying safe baked goods to the growing segment of our population whose bodies cannot tolerate gluten.

**A recent report by MarketsandMarkets estimated the gluten-free market to reach \$6.2 billion worldwide by 2018. North America holds a 57 per cent share.**

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# AN INDUSTRY OF INNOVATIONS

**R**ising demand for gluten-free foods has left food providers scrambling to meet their customers' expectations. The Canadian Restaurant and Foodservices Association's 2013 chef survey listed "Gluten-free/food allergy conscious" as the number 2 Canadian menu trend. The foodservice industry is responding in a big way, as evidenced in Technomic Inc.'s menu-tracking resource, MenuMonitor. The tracking system shows that menu items with a gluten-free description in leading Canadian chains have increased by more than 300 per cent in the third quarter of 2012 as compared to the third quarter of 2011, rising from 122 on offer to 491.

While it's clear that more operators are jumping into gluten-free product development, developing a winning gluten-free recipe is not an easy task. There are some big challenges that must be overcome, including preventing cross-contamination with gluten-containing products and creating products that have a pleasing taste and texture. The first hurdle is to ensure that the ingredients you're using are in fact



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The next challenge is to make a recipe that tastes good; not necessarily an easy feat when gluten is removed from the equation. When Terra Cotta Cookie Co., began developing a gluten-free line of products last year, president and CEO Jason Brass found out firsthand just how much time was needed to perfect a gluten-free recipe.

“There’s definitely a lot of R&D. There’s a lot of time that goes into creating an appealing texture, taste, appearance, et cetera. Texture is one of the most difficult things. Our product developer has spent a lot of time working through that as well. It can be up to two weeks spent on one recipe alone to figure out the exact texture and taste,” he explains.

Often bakers turn to white rice flour first when creating a gluten-free recipe; however, there are several other options that may not be top of mind. For example, many ancient grains are

naturally gluten-free, including quinoa, amaranth, buckwheat, millet, and brown, red or black rice. These grains are packed with flavour and make for a great base ingredient. Stephanie Cullen-Conroy, product developer at Terra Cotta Cookies, is a big fan of using flax flour and other flax products.

“It’s healthy and it’s going past white rice flour. The flax flours are healthier, higher in fibre and you can get them gluten-free. They’re a great product to start working with, especially because you want to maintain a healthy gluten-free diet for people with celiac disease.”

Without gluten to bind ingredients together, alternative binding agents are needed to prevent crumbling. Experimenting with different gums is one way to encourage binding, says Cullen-Conroy.

“We find that a lot of the products that we’re in development with will crumble. Playing with the amount and percentages of ingredients in your recipes will help ensure the product stays together at the end...With gluten-free, you can

have the taste there, but the binding is not automatically there, so it takes more trials to work with the ingredients that you’re using to get the binding in the end. In gluten-free baking, we experiment with different gums, like xanthan gum and tapioca starch, and it’s those ingredients that you can play around with. It’s mostly the xanthan gum and different gums that will help with the binding and it’s playing around with how much of those you’re using in your recipe,” she says.

Terra Cotta Cookies currently has nine gluten-free products on its production line with more in development, and its chocolate chip cookies are the company’s bestseller. Chocolate seems to be a recurring theme in many of Terra Cotta’s recipes and Cullen-Conroy notes that there is a very practical reason for this.

“Cocoa is a great ingredient to use because it tastes good and it adds some moisture to your product. A lot of

CONTINUED ON PAGE 14

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# Celiac Disease. Gluten Sensitivity. Gluten-Free.

## WHAT DO THESE TERMS MEAN?

By Sue Newell, Canadian Celiac Association

Celiac disease? Non-celiac gluten sensitivity? Gluten allergy? Gluten intolerance? Wheat allergy? What are all these conditions and how does a gluten free diet treat them? What is gluten and what does gluten-free really mean?

**Celiac disease** is a chronic disease triggered when someone with the appropriate set of genes eats gluten, a protein found in wheat, rye and barley. The disease triggers the immune system in the small intestine, causing damage to the inner surface of the intestine. This damage reduces the body's ability to absorb certain nutrients from food including iron, calcium and various B vitamins. The immune system reaction also triggers the formation of antibodies that can be carried throughout the body in the blood stream, causing problems in almost any body system. Skin conditions, seizures, liver problems, reproductive problems, early onset osteoporosis, and anaemia may all be related to untreated celiac disease.

Not everyone with the appropriate genes develops celiac disease. Approximately 35 to 40% of the North American population carries these genes, but only 1-2% will eventually develop celiac disease.

Celiac disease is diagnosed by taking samples of the lining of the small intestine and looking for damage. There is a screening blood test for people that looks for the antibodies that are associated with celiac disease. Celiac disease can only be diagnosed when a person is eating a regular gluten diet.

The treatment for celiac disease is a strict gluten-free diet. The safety level for gluten exposure due to accidental gluten contamination is approximately 5 milligrams per day.

**Non-celiac gluten sensitivity** is a condition that occurs in individuals who are unable to tolerate gluten and experience symptoms similar to those of celiac disease, but they do not have the same immune response to gluten. The lining of the small intestine is not damaged in these individuals.

Currently, non-celiac gluten sensitivity can only be diagnosed by getting negative results on all tests for celiac disease but with symptoms that are relieved by avoiding gluten. A large study is currently underway looking for a specific test to identify non-celiac gluten sensitivity.

The treatment for non-celiac gluten sensitivity is a gluten-free diet. Gluten consumption generally triggers symptoms, but there is no clear evidence of long term damage to the small intestine from gluten consumption in these individuals.

**Gluten allergy, gluten intolerance and gluten sensitivity** are all poorly defined terms that are not encouraged today.

**Wheat allergy** is a reaction to proteins in wheat that causes an anaphylactic reaction in the body. It is less common than peanut, egg, nut or other allergies. The immune reaction in an allergy is not the same one as the one that happens with celiac disease and the symptoms of a reaction are different. Children with a wheat allergy often outgrow the allergy between the ages of 3 and 5. Protein from barley and rye do not trigger reactions in wheat-allergic individuals.

**Gluten** is a mixture of proteins found in wheat, rye, barley, spelt, triticale, kamut and hybrid grains from those seeds that triggers an immune reaction in people with celiac disease. Gluten is found only in the endosperm (kernel) of these plants.

In Canada, there is a specific definition of the term "gluten-free". In order to make the claim, manufacturers must make sure that no gluten protein or hydrolyzed gluten protein has been added to the product, even a tiny amount in a seasonings blend. Good manufacturing practices must be used to prevent accidental contamination from gluten grains and the residual gluten levels in the product must be less than 20 parts per million. In the United States, a proposed definition for "gluten-free" has been proposed by the FDA, but is still waiting for final approval.

### The Canadian Celiac Association's Pocket Dictionary - *Acceptability of Foods & Food Ingredients for the Gluten-Free Diet*



A must-have for those following a gluten-free diet, the Pocket Dictionary explains how to select acceptable foods and interpret product labels to avoid gluten. The ingredients and foods included in the Pocket Dictionary come with a brief description and an assessment of their acceptability for a gluten-free diet. Updated in 2012, the Pocket Dictionary also explains the current allergen and gluten labelling regulations for food products sold within Canada.

The latest edition of the dictionary can be purchased online at [www.celiac.ca](http://www.celiac.ca) or by calling 800.363.7296.

**Canadian Celiac Association**  
Phone: 905-507-6208 Toll-free: 800-363-7296  
Email: [info@celiac.ca](mailto:info@celiac.ca) Web: [www.celiac.ca](http://www.celiac.ca)  
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This section is brought to you by the Canadian Celiac Association



# CANADIAN CELIAC ASSOCIATION

The Canadian Celiac Association is the national voice for people who are adversely affected by gluten, and is dedicated to improving diagnosis and quality of life. The association has 28 chapters across the country that provide volunteer-led services to individuals with celiac disease through education, peer counseling, special events and advocacy. The Gluten Problem: Found. Treated. Cured.

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# MANAGING CROSS-CONTAMINATION

**C**ross-contamination: you can bet it's constantly on the minds of every person who has celiac disease. A single gluten-laced crumb is all that it could take to invoke a painful reaction in his or her digestive system, causing severe abdominal pain, diarrhea and vomiting. The severe consequences of cross-contamination can turn simple pleasures like enjoying a meal out with friends into a game of roulette, except for those diagnosed with celiac, it is no game.

While the Canadian Celiac Association (CCA) estimates that one in every 133 persons in Canada is affected by celiac disease, the number of Canadians following a gluten-free diet (GFD) is actually much higher. In an article published by BMC Medicine in 2012 titled "Spectrum of gluten-related disorders: consensus on new nomenclature and classification," three main forms of gluten reactions were identified: allergic (wheat allergy), autoimmune (celiac disease, dermatitis herpetiformis and gluten ataxia and immune-mediated (gluten-sensitivity). The article concludes that reactions to gluten are not limited to celiac disease, but instead represent a spectrum of gluten-related disorders. While all three forms of gluten reactions may have similar symptoms, those with celiac disease must be treated for life by following a strict GFD, as even minute traces of gluten can damage the small intestine. Peter Taylor, executive director of the CCA and a person diagnosed as celiac himself, explains: "Gluten cross-contamination will damage your bowel. How much, how long and how intensely is dependent on your sensitivity. No cross-contamination is good cross-contamination. No cross-contamination is tolerable. It leads to a very serious condition. It's like swallowing a pot scrubber; it hurts all the way down."

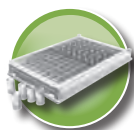


*An allergy to wheat is different than celiac disease, which is considered an autoimmune condition.*



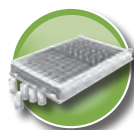
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*Using different coloured buckets is one way to keep your gluten free tools separate from equipment that makes your gluten-containing food.*

It's clear that the ramifications of cross-contamination are extremely serious for those following a GFD out of medical necessity. While many foodservice operators and manufacturers want to capitalize on the gluten-free trend that is sweeping the market, it is critically important that proper protocol is followed. In a study published in the *Journal of Human Nutrition and Dietetics* called "Living with coeliac disease and a gluten-free diet: a Canadian perspective," a 72 per cent response rate was received from questionnaires sent to all members of both the CCA and the Fondation Quebecoise de la Maladie Coeliaque. The study found that 63.7 per cent of respondents who dined at a restaurant worried that the cook was not trained in preparing gluten-free meals and 30.5 per cent of respondents could not eat in restaurants because the food might be contaminated with gluten. The study also found that more than three-quarters of respondents following a GFD for more than five years still experienced difficulties with the labelling of food and limited food options in restaurants and cafeterias. As the trend for gluten-free foods continues to rise, it will be up to business owners to prove that those with gluten intolerances can and should trust their establishments or brands.

For the manufacturing side of the

gluten-free market, the CCA has developed the Gluten-Free Certification Program (GFCP) to help Canadian manufacturers produce safe gluten-free products. The GFCP mark is quickly becoming a trusted symbol among the gluten-free community. The program officially launched in May 2011, but has really only come to market in the last year. Paul Valder, president of the Allergen Control Group (ACG), which administers the GFCP, says the response from companies wanting to achieve certification has been overwhelming, with the program is also being utilized by big brands from Loblaw to Lays, as well as smaller brands like Terra Cotta Cookie Co.

The certification process generally takes between three and four months and is designed to be combined with the manufacturer's existing food safety standards. For \$499, companies can apply online, download the GFCP Standards & Policies and begin working toward certification with an ACG representative. When the facility's good manufacturing practices are ready for review, an independent third-party auditor will audit the facility to ensure compliance with the GFCP and certification is then awarded in the form of both a facility Certificate of Recognition and a Program License Agreement for the use of the trademark. Manufacturers must be

audited annually in order to maintain their GFCP licences and continue using the mark on their products.

Valder identifies three levels of potential risk for cross-contamination in the manufacturing sector. The lowest risk is the dedicated gluten-free facility, where the only real risk of cross-contamination is from incoming ingredients on the front-end or from employees bringing their lunch into the facility. The risk level increases in a facility that produces gluten-free products on a dedicated line or in a dedicated room, but also manufactures other products that contain gluten. The highest risk level is in a facility that is producing gluten-free products on the same line as gluten products. Here the sanitization and change-over process must be stringent and precise.

Terra Cotta Cookie Co. is on the cusp of receiving certification through the GFCP and falls into the high-risk category of a shared production line. "We've done it in conjunction with our HACCP program and it's been a decent investment for sure in our time and in equipment and tools. But it's definitely one that I see as worthwhile," says Jason Brass, president and CEO of the company.

Stephanie Cullen-Conroy, product developer and HACCP co-ordinator at Terra Cotta Cookies, explains that the first step is to verify the gluten-free ingredients coming from your supplier are in fact gluten-free by requesting a certificate of analysis or allergen checklist. Once the ingredients arrive, segregation of the gluten-free ingredients in a separate area is crucial, along with testing the ingredients every so often to compare them to their certificates of analysis.

When it comes to sanitizing the production line, every nook and cranny must be cleaned.

"We clean from top to bottom, getting rid of any flour dust that may have built up in the overheads, right down to sanitizing and cleaning equipment, soaking racks and scrubbing the floors," says Cullen-Conroy.

When sanitization is complete, an ATP swab test is performed with rapid results in approximately 60 seconds to confirm if the equipment has been cleaned properly. They can then proceed with the gluten swab test, which returns results in about 10 minutes. If the gluten swab is negative they can proceed with production of their

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gluten-free products; however, if it returns a positive result, the team re-cleans the area and tests again. After production, the company will often send a final product sample to the lab to verify that they're meeting the requirements that they have set out for themselves.

Brass says that to further safeguard against cross-contamination, his company uses green measuring tools and buckets for all gluten-free baking and these are kept separate from the tools used on the gluten line.

"Nothing from the regular line is allowed to touch the green measuring tools. Ideally we'd love to get to a separate gluten-free line and as soon as the demand is there, we'll do that," he says.

When it comes to the foodservices setting, preventing cross-contamination is much more difficult than in a manufacturing facility because it is an uncontained environment. Many different menu items may pass through several sets of hands before making it to the customer, thereby increasing the chance for cross-contamination. For this reason, the GFCP is only available to manufacturers.

"In Canada, I don't see extending the GFCP to a foodservices setting. Here, the very best we can do in my mind is provide education and training in this setting to help ensure a level of gluten-free awareness, but we can't guarantee that cross-contamination will not happen," explains Valder.

Despite there being no guarantee of gluten cross contamination within the

restaurant, there are many establishments that have received rave reviews from those following a gluten-free best practices. The Creperie in Edmonton is one of Taylor's favourite spots to enjoy a safe and delicious gluten-free meal for several reasons.

"First of all, The Creperie made a decision. They chose to do it properly. They took a portion of their kitchen and made it exclusively for gluten-free. They bought new ovens, new toasters, and new utensils and created a dedicated space in the kitchen. Secondly, they have a fabulous menu. It's a beautiful two-page menu with some really, really good meals," Taylor says.

Hans Kuhnel, owner of The Creperie, which just celebrated its 37th year in business, decided about six years ago to develop a gluten-free menu to accompany his regular menu. To create awareness among his customers, Kuhnel felt the separate menu for his gluten-free items was important. It's an aspect that his customers appreciate immensely.

To ensure awareness among The Creperie's staff, gluten-free orders are printed in red double-sized font. "It's like coming up to a stop sign. You know you have to stop. It's part of our staff training and we emphasize this to them. You have to be diligent in the kitchen. Repeat, repeat, repeat until they all get it. It's really been a time investment for us. I didn't want to lose that time and momentum of building the gluten-free menu up and then have someone make a mistake," Kuhnel says.

The only instance when someone did get

sick from Kuhnel's restaurant was when a server forgot to modify an order in red ink to signify that it should be gluten-free. Kuhnel fired the server on the spot.

"I tell my staff that we have worked very hard to build up trust and reputation in the celiac community and they have to realize that this can be a deadly mistake. We cannot allow that to happen."

From wearing plastic gloves when handling gluten-free crepes, to baking gluten-free breads in a dedicated room, Kuhnel has created a vibrant and romantic setting where people on a GFD can indulge in delicious food without the added worry of getting sick. "We've never looked back; it's one of the best things I've done," he says. "For a long time, a lot of people had celiac disease but didn't know what it was. Today the detection of it is a lot greater. Usually when you go out for dinner and a friend has celiac, you go to a place where that person can enjoy a meal too. It's really been a great multiplier for us."

As long as a strict protocol is in place to prevent cross-contamination, the gluten-free market is a growing area of opportunity for both foodservice operators and manufacturers; it's just a matter of determining if it's right for your business. As Taylor puts it, "Cross-contamination is the next frontier and it's hugely complex. There is potential for hundreds of manufacturers in Canada who could make gluten-free products if they felt it was in their best interest. The bakery industry is just that much more complex."

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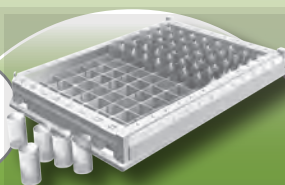
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R-Biopharm AG  
An der neuen Bergstraße 17, 64297 Darmstadt, Germany  
Phone: +49 (0) 61 51 - 81 02-0  
Fax: +49 (0) 61 51 - 81 02-40  
info@r-biopharm.de  
www.r-biopharm.com

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people who eat gluten-free find that the products are dry and crumbly, so if you cook with chocolate and cocoa, sweet and tasteful things, then the products will usually taste good in the end.”

Developing recipes in order to meet his customers’ requests for gluten-free products has been a challenge that Brass has welcomed with open arms. “It’s most definitely been worth the investment. There’s increasing demand for gluten-free and we’re actually finding it quite fun to be on the cusp of innovating new gluten-free products. It’s exciting.”

As Brass is finding out, foodservice operators and bakeries in particular can find a whole new area of business in today’s gluten-free market. As Technomic Inc. associate editor Lauren Edwards writes, “Less than 20 desserts are described as being gluten-free at the leading Canadian chains . . . Savvy operators who focus their efforts on such untapped opportunities may just differentiate their concept and win the business of new customers.”

Edwards goes on to highlight three ways that menu developers can incorporate gluten-free items into their operations. The first approach is the most basic and simply involves promoting

items that are already on the menu and just happen to be gluten-free. If you choose this option, be sure to do your due diligence and confirm without any doubt that these items are indeed free of gluten.

The second approach is to educate customers by pointing out that if they omit a particular sauce or item from an order, the dish will be gluten-free.

The third option is to develop entirely new products that specifically meet the requirements of people who cannot medically tolerate gluten. While this approach is certainly more involved, it is perhaps most appreciated by consumers and helps to provide added trust that there is no cross-contamination with gluten-based ingredients.

Today’s gluten-free market is being shaped by innovative operators who love a challenge and can see the benefits to come. Kinnikinnick Foods, a leader in gluten-free innovation, has made great strides in developing lines of soft breads, rolls and buns. Developing gluten-free products is not an easy task, but when done properly it can be extremely rewarding both for the operator and for gluten-free customers who are searching for safe food.



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- Nutrition analysis, or Clean Labels?

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Par-a-gon

par a gon 1. A person or thing regarded as perfect example of a particular quality 2. A person or thing viewed as a model of excellence.



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paragonglaze.com  
905-301-5210  
dave@paragonglaze.com