



Make Choices Obvious

Based on recent headlines, you might assume the low-carb craze is taking over today's bakery department. Yet consider that it's still difficult to find more than a handful of low-carb options at your average supermarket bakery.

Those consumers who are seeking out low-carb baked goods might not discover what they want and quickly get discouraged. You can help.

Several supermarkets, such as Trader Joe's, are creating their own low-carb logos and printing special in-store handouts about the availability of low-carb products in their stores.

A new Trader Joe's flier, available at an information stand inside its stores, features a comprehensive list of products geared for "carbohydrate conscious customers." The list is broken down by categories: bakery, candy, cereal, cookies, dairy, nuts, snacks and so on.

Trader Joe's offers its own private label for reduced carb products called Joe's Lows.

Low-carb bakery items sold at Trader Joe's, which operates nearly 200 stores in 17 states, include Sprouted Multigrain Bread and California Style Complete Protein Bread. One 20-ounce loaf of Joe's Lows Reduced Carb Bread sells for \$2.79.

Trader Joe's also produces similar informational fliers about which organic products, fat-free items and no-sugar-added products it carries. So customers with special dietary needs are able to find these items quickly. It also helps promote Trader Joe's commitment to alternative food options, not to mention education.

Any company that goes to the trouble of informing its customers about how it's serving their needs is sure to reap tremendous long-term benefits. **JOHN UNREIN**


The \$2 Cookie

Dairy-free cookies are becoming a huge hit at Whole Foods Market stores in eastern Pennsylvania and New Jersey. Liz Lovely brand cookies (www.lizlovely.com) are the creation of husband-and-wife bakers Liz and Dan Holtz in Bryn Mawr, PA, a Philadelphia suburb.

Two cookies come in a convenient 5.3-ounce pack that sells for more than \$4. Each cookie is dairy free and egg free. The bakers use Earth Balance spread, which has no trans fats or hydrogenated oils and is lactose and gluten free, and egg replacer made with potato starch, tapioca flour and leavening.



PEANUT BUTTER CLASSICS™

handmade  dairy free
NET WEIGHT 5.3OZ (150G)

Organic is a key. One cookie variety, Peanut Butter Classics, contains five organic ingredients: cane sugar, peanut butter, unbleached wheat flour, molasses and vanilla extract. According to the Liz Lovely website, the bakers make thousands of cookies per day at their commercial kitchen and are gearing up for national distribution this September through a natural foods distributor. They plan to build a new bakery to keep pace with demand.