



Media Contact: Agnes Gomes-Koizumi / Julie Du Brow
AGK Media Group / dubroWORKS
323-937-5488 / 310-821-2463

PAMELA'S PRODUCTS 4th ANNUAL "GREATEST GLUTEN-FREE RECIPE CONTEST" CALLS FOR ENTRIES

ANNUAL CONTEST INVITES COOKS TO CREATE GLUTEN-FREE FAMILY FAVORITES

Ukiah, CA (March 2009) Pamela's Products, an award-winning leader in the gluten-free foods arena is accepting entries for its 4th Annual "Greatest Gluten-Free Recipe Contest" beginning on June 1, 2009. This year's contest theme, '*Your Own Family Favorite*', invites contestants to showcase gluten-free variations of their traditional family recipes.

Whether it's Grandma's Apple Pie or the blueberry muffins your mom made with fresh-picked blueberries, family recipes are attached to fond memories and tasty treats. As more people are abiding non-traditional diets, many family chefs have updated these family favorite recipes to create gluten-free alternatives that the whole family can enjoy, without sacrificing taste or authenticity.

Pamela's Products' "Greatest Gluten-Free Recipe Contest" offers home cooks the opportunity to share their recipes with a wider community. Winning entries will have their recipes featured on the *Pamela's Products* website and in our newsletter. Winners will be chosen by the *Pamela's Products* team on or around September 30, 2009. One Grand Prize winner will receive a \$200 gift certificate to *Sur La Table*. First and Second Runner-Ups will receive \$100 gift certificates to *Sur La Table*.

Pamela's Products line of gourmet fast, easy and delicious baking mixes are the ideal ingredients to make signature family recipes gluten-free and still taste great. Pamela's Products Annual Greatest Gluten-Free Contest makes for the perfect opportunity to showcase how Pamela's Products are versatile and simple to use. People can easily experiment to create their own 'signature' breads and desserts. "I really want to see where people will go with my mixes. I remember every Christmas my mother making gingerbread men from scratch and we all had to decorate them to give out to the neighbors. Now I have my daughter decorating gingerbread men. I couldn't imagine little kids not being able to have that memory so it was important for me to create a gluten-free gingerbread man recipe. I can't wait to see what recipes the contest brings," states Pamela.

200 Clara Avenue, Ukiah, CA 95482
707-462-6605 Tel / 707-462-6642 Fax
www.pamelasproducts.com

The contest will begin on **Monday, June 1 at 12:01am (PT)** and end on **Sunday, August 16 at 11:59pm (PT)**. There is no limit to the number of entries each contestant can submit provided that all entries follow contest rules and requirements.

Contestants can submit entries on the Pamela's Products website or mail in their entries.. Entry forms will be available on the Pamela's Products website, www.pamelasproducts.com starting on June 1, 2009. Mailed entries can be sent to **Pamela's Products, Recipe Contest, 200 Clara Ave., Ukiah CA 95482.**

Pamela's Products are a tried-and-true staple for those following a gluten-free diet. Gluten is most commonly contained in wheat (durum, semolina, kamut, spelt), rye, barley and triticale. (For more complete information, please visit www.gluten.net, "About".) Celiac Disease is the world's most common autoimmune disease, with the only treatment today being a strict adherence to a diet devoid of gluten. People with autism spectrum disorders, cancer, wheat allergies, alternative diets, and even those adhering to a Kosher or 'natural' diet, also frequently turn to Pamela's Products for satisfying that sweet tooth or simply for making bread or pancakes.

For more information on Pamela's Products or contest rules and regulations, please visit www.pamelasproducts.com or email info@pamelaproducts.com. Media inquiries, please contact Agnes Gomes-Koizumi (agnes@agkmedia.com) or Julie Du Brow (julie@dubroworks.com) at 323-937-5488 or 310-821-2463.

Contest Rules & Regulations

All Gluten-Free Recipe Entries **Must:**

1. Use a minimum of one (1) Pamela's Products brand products as an ingredient
2. List all ingredients with exact US measurements in order of use
3. Include Step-by-Step directions for preparations, including cooking/baking time, pan size and temperature
4. List size and number of servings produced
5. Describe any challenges contestants may have encountered in creating a gluten-free variation of a traditional family recipe (i.e. any gluten-free items that may not be readily available, or items that required special attention to maintain the recipe as gluten-free)
6. Include a story that relates to the recipe, stories can focus on family history, a specific person or interesting details that inspired both the traditional and gluten-free recipes

Recipes will be judged on overall originality, visual appeal, taste, how well the Pamela's Products brand product is utilized and how well the recipe connects with the story. Winners will be chosen by



the Pamela's Products team on September 30, 2009. One Grand Prize winner will receive a \$200 gift certificate to Sur La Table. Two Runners-Up will each receive a \$100 gift certificates to Sur La Table.

ABOUT PAMELA'S PRODUCTS

Pamela's Products (www.pamelasproducts.com) offers a complete line of Traditional Cookies, Organic Cookies, Biscotti, Simple bites Mini Cookies and Baking Mixes. Award-winning, Pamela's Products can be found in natural food and grocery stores throughout North America and on the web at www.pamelasproducts.com. Setting the standard for great taste since 1988, Pamela's Products continues to create the most delicious wheat-free and gluten-free foods, with their Baking & Pancake Mix and Chocolate Brownie Mix consistently holding the #1 position in the entire Natural Foods category.

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