



NU-WORLD FOODS presents . . .

A NU-WORLD OF GLUTEN FREE FOOD

Frequently asked Questions

What is AMARANTH?

AMARANTH is a highly nutritious small seed used as an alternative to grains. It is not related in any way to gluten bearing grains and, as a matter of fact, it is in a genetic classification all its own (Amaranthae.) It is used by people with gluten intolerance and grain allergies as well as those who want to eat more healthful foods.

Is AMARANTH gluten-free?

Amaranth has been tested by a certified AOAC food analysis laboratory and is CERTIFIED GLUTEN-FREE. AMARANTH is recognized by the Gluten Intolerance Group, the Celiac Disease Foundation, the American Dietetic Association and other groups AS GLUTEN-FREE.

Why haven't I heard of AMARANTH?

Good question! AMARANTH is not yet a household name, but consumers are beginning to discover its unique flavor and nutrition. It is a very old grain source and has been referred to as the "ancient grain with a future." It was considered a "wonder" or "super food" by the Aztecs who fed it to their runners and warriors. It was re-introduced by the National Academy of Sciences twenty years ago as a viable food resource. Out of 400 foods studied, they recommended 20 that could become part of today's food supply----AMARANTH IS THE TOP CEREAL GRAIN-LIKE CROP RECOMMENDED.

Why do we use AMARANTH as the basic ingredient for most of our products?

AMARANTH IS high in FIBER and IRON and contains CALCIUM, nutrients difficult to find in a gluten-free diet; it's also high in PROTEIN and many VITAMINS and MINERALS; it's low in SODIUM and SATURATED FAT and 97% DIGESTIBLE.

AMARANTH HAS:

An EXCELLENT BALANCE OF AMINO ACIDS (protein building blocks) and is naturally high in lysine, cysteine and methionine. The National Academy of Sciences calls it one of the BEST SOURCES OF VEGETABLE PROTEIN.

Great TASTE

What is the nutritional profile of your products?

*PER SERVING each of our products offers:**

0% RDA sodium	11-20% RDA fiber
Less than 3% RDA fat (0%-1% saturated fat)	15-44% RDA iron
4-9% RDA calcium	0-7g natural sugar
1-2% vitamin C	3-7.5g protein

**Please see individual product labels*

RDA=recommended daily allowance

Look for us at your favorite health food store

or visit us at www.nuworldfoods.com

Nu-World Amaranth Inc. Naperville, IL 60567



Why do you produce both ready-to-eat and ingredient products?

While we provide ingredients as an important resource for baking and creating **GLUTEN FREE** foods not readily available, customers tell us that they need **CONVENIENT**, ready-to-eat foods that fulfill their dietary needs, as well as accommodate their busy schedules. Most people in this group, out of necessity, spend more time in meal planning and trying to locate foods they can eat than people without such rigid dietary restrictions. In order to satisfy this need, we are committed to introducing a minimum of two ready-to-eat **GLUTEN FREE** products or product variations per year.

What makes Nu-World Foods products different from some other gluten free foods?

We are committed to providing you with healthy, **ORGANIC, GLUTEN-FREE** foods. To lessen the likelihood of cross-contamination, we process only gluten-free foods in our facility. Included are: Whole Grain Amaranth, Puffed Amaranth, Puffed Amaranth Cereal, Amaranth Flour, Toasted Amaranth Bran Flour. Our products contain **NO DAIRY, EGGS, WHEAT, CORN, OATS or SOY**. Our products contain few ingredients and are **NOT RICE or POTATO** based so they provide a tasty addition to gluten free diets. We use **ORGANICALLY** grown ingredients that are free from pesticides. The main ingredient in our products is **AMARANTH**

What is a Rotation Score and why is it important?

Some consumers who purchase our products are on rotation diets. Learning to adapt to a diet as rigorous as this can be time consuming and confusing. In order to assist in this process, Nu-World Foods has introduced a fast, convenient way for customers to determine the number of grain and alternative grain sources used in our products. On the front of each package is a Rotation Score number. A score of 1=1 grain or alternative grain source (e.g. **AMARANTH**), a score of 2=2 grains or alternative grain sources (e.g. **AMARANTH** and sorghum) and so on.

Who uses NU-WORLD FOOD products?

Our products are perfect for those interested in:

- Healthy, Organic foods
- Gluten and Casein free diets (Celiac, Autistic, Allergenic)
- Heart Healthy diets
- Vegetarian, Vegan diets
- Rotation diets

What products do you currently offer?

CEREALS –Amaranth Cereal Snaps .Amaranth Cereal Snaps, Cinnamon...
Amaranth Cereal Snaps, Cocoa .Puffed Amaranth Cereal .Amaranth Berry Delicious
Hot Cereal

SNACKERS---Amaranth Snackers in five fresh, new flavors ...
Chili-Lime .French Onion .Garden Burst .BarBQ-Sweet & Sassy .BarBQ-Hot & Spicy

BAKING INGREDIENTS---Amaranth Bread Crumbs .Puffed Amaranth ...
Toasted Amaranth Bran Flour .Amaranth Flour

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