



## Smile-Good News

Issue #2

November, 2008

Dear Friend,  
Welcome to our *second* Enjoy Life smile-good news update.

This fall has been very busy at Enjoy Life...we've been criss-crossing the country attending FAAN Walks for Food Allergies and getting ready for Halloween and the holidays. We plan to send out our **Enjoy Life Smile-Good News** four times a year...we wish it could be more frequent, but we've got lots of chocolate bars to make and even more yummy new products to develop.

Happy holidays to you all from everyone here at Enjoy Life!

**Stock up on *NEW* boom CHOCO boom bars for the holidays!**



They make a perfect Thanksgiving treat, stocking stuffer or Hanukkah present for any chocolate lover. They're also a delicious addition to your favorite cookie recipe.

Our new *dairy, nut and soy FREE boom CHOCO boom bars* are flying off store shelves. They come in three choco-licious varieties: *dairy-free rice milk*, *dairy-free rice milk with crispy rice* and *dark chocolate*.

Look for them at Whole Foods stores, select natural food stores and online ([glutenfreemall.com](http://glutenfreemall.com), [allergygrocer.com](http://allergygrocer.com) and [peanutfreeplanet.com](http://peanutfreeplanet.com)). More stores are coming soon, so check our website often for updates. Download valuable coupons at [www.enjoylifefoods.com](http://www.enjoylifefoods.com).

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Visit [www.enjoylifefoods.com](http://www.enjoylifefoods.com) to download valuable coupons for our allergy-friendly and gluten-free goodies.

**What's coming up?**

We've heard all your comments...the good, the bad and even (dare we say) the ugly.



We've created a **NEW & IMPROVED granola recipe that we know you will like.**

The new recipe has an improved

## Scott Mandell Goes to Washington



On September 16th, Scott presented comments to the FDA as part of a public meeting on the use of advisory statements on food labels.

Speaking on behalf of those with food allergies, Celiac Disease and other health concerns requiring a special diet, Scott told FDA representatives that the *Food Allergen Labeling and Consumer Protection Act*

(FALCPA) was "an important first step in helping special dieters get the critical information they need to make informed decisions." However, he explained that the "advisory warnings are confusing, inconsistent and do not provide adequate information." "Grocery stores are still a dangerous minefield for food-allergic, food-intolerant and Celiac shoppers," he added.

Scott also presented comments to the USDA on September 10th in a public meeting on the *National School Lunch Program*, a federally-assisted meal program. Scott explained that millions of children with special dietary needs are not accommodated under the current program.

## Food Allergies Among U.S. Children on the Rise

The U.S. Centers for Disease Control (CDC) just released a new study on "*Food Allergy Among U.S. Children.*" This national study of 9,500 children revealed the following:

- In 2007, approximately 3 million children under 18 (3.9%) had a food allergy
- From 1997 to 2007, the prevalence of food allergies among children under 18 increased +18%
- Boys and girls have similar rates of food allergies--3.8% for boys and 4.1% for girls
- 4.7% of children under 5 reported a food allergy, versus 3.7% of children aged 5-18
- Children with food allergies are two to four times more likely to have other related conditions such as asthma and other allergies, compared with children without food allergies
- To read the complete report, go to [www.cdc.gov/nchs](http://www.cdc.gov/nchs).

taste and texture--it looks and tastes more like "real" granola. Plus, the smaller granola cluster size will please many of you, we know. [Look for the new recipe to hit store shelves in early 2009.](#)

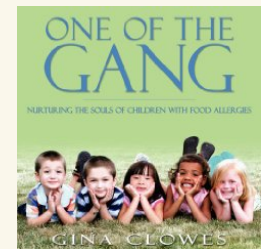
## Enjoy Life & Social Networks

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Join us today at [Facebook.com](http://Facebook.com) or [Myspace.com](http://Myspace.com)

## Now in print!



*One of the Gang: Nurturing the Souls of Children with Food Allergies* by Gina Clowes, founder of AllergyMoms. Available at [amazon.com](http://amazon.com).



NEW EDITION  
*Gluten-Free Diet: A Comprehensive Resource Guide* by Shelley Case. Available at [glutenfreediet.ca](http://glutenfreediet.ca).

## 2008 FAAN Walks for Food Allergy



Whew, the 2008 FAAN walk season is nearly over for the year and boy are our feet tired!

Enjoy Life is a national sponsor of all 26 *Walks for Food Allergy*, which means we've been criss-crossing the country attending the walks, handing out lots of samples, and talking to many of you. We really appreciate it when you come by our table and say hello. It means a lot to everyone at Enjoy Life to hear how our products help you and your family 'enjoy life'.

A big "thank you" to all the FAAN walk coordinators and volunteers who made the events such a success and helped us with walk logistics. We really appreciate your help and support.

## Enjoy Life in the news



In September, Enjoy Life Foods was named to the [\*Inc. 500 list\*](#) of the fastest growing private companies in the U.S. for the second consecutive year. From 2004 to 2007, the company grew +805% thanks to the enthusiastic support of people like you.

In November, our fearless leader Scott Mandell was named to the [\*Crain's Chicago Business "40 Under 40"\*](#) list of up-and-coming Chicago business leaders. Congrats Scott!

*Family Circle* magazine featured our *Not Nuts! Mountain Mambo* trail mix in the [\*October 17th issue\*](#).

The December issue of [\*Kiwi Magazine\*](#) includes several helpful articles on food allergies. Our Snickerdoodle cookies were picked as a top dessert in Kiwi's "Freedom to Eat" taste test!

Wishing you happy & healthy eating this holiday season,

Your friends at Enjoy Life



*Gluten-Free Grocery Guide, 2nd Edition*. Available at [Triumph Dining](#).

### Quick Links

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Other allergy-friendly foods from the makers of Enjoy Life

*Nut- and gluten-free cereals*  
Perky O's (3 flavors)  
Perky's Nutty Flax  
Perky's Nutty Rice



[www.perkynaturalfoods.com](http://www.perkynaturalfoods.com)



Enjoy Life products are certified gluten-free by the GFCO and free of the eight most common allergens. They contain **NO: wheat, dairy, peanuts, tree nuts, egg, soy, fish or shellfish.**  
Also made without casein, potato, sesame and sulfites.  
Made in a dedicated nut- and gluten-free bakery.

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