

Allergen-free lunches mean peace of mind

Back-to-school means back to making lunch.

With the dramatic rise of food allergies among children, many parents are careful about the lunchbox contents for both their own kids and for their classmates.

Four-out-of-five accidental exposures occur away from home, according to the Canadian Anaphylaxis Initiative, and food allergies afflict 7 per cent of the population, or about 2.4 million people, cites Health Canada.

And about 300,000 children under 18 have food allergies, according to Anaphylaxis Canada.

Further to this, about one in every 100 of us has celiac disease and must avoid gluten.

Major food allergens include gluten, milk, peanuts, tree nuts, mustard, sesame, egg, fish, soy and sulphites.

So for parents who have kids with food allergies or whose children are in a classroom with kids affected, the ability to provide safe and delicious allergen-free

lunches means peace of mind for all concerned.

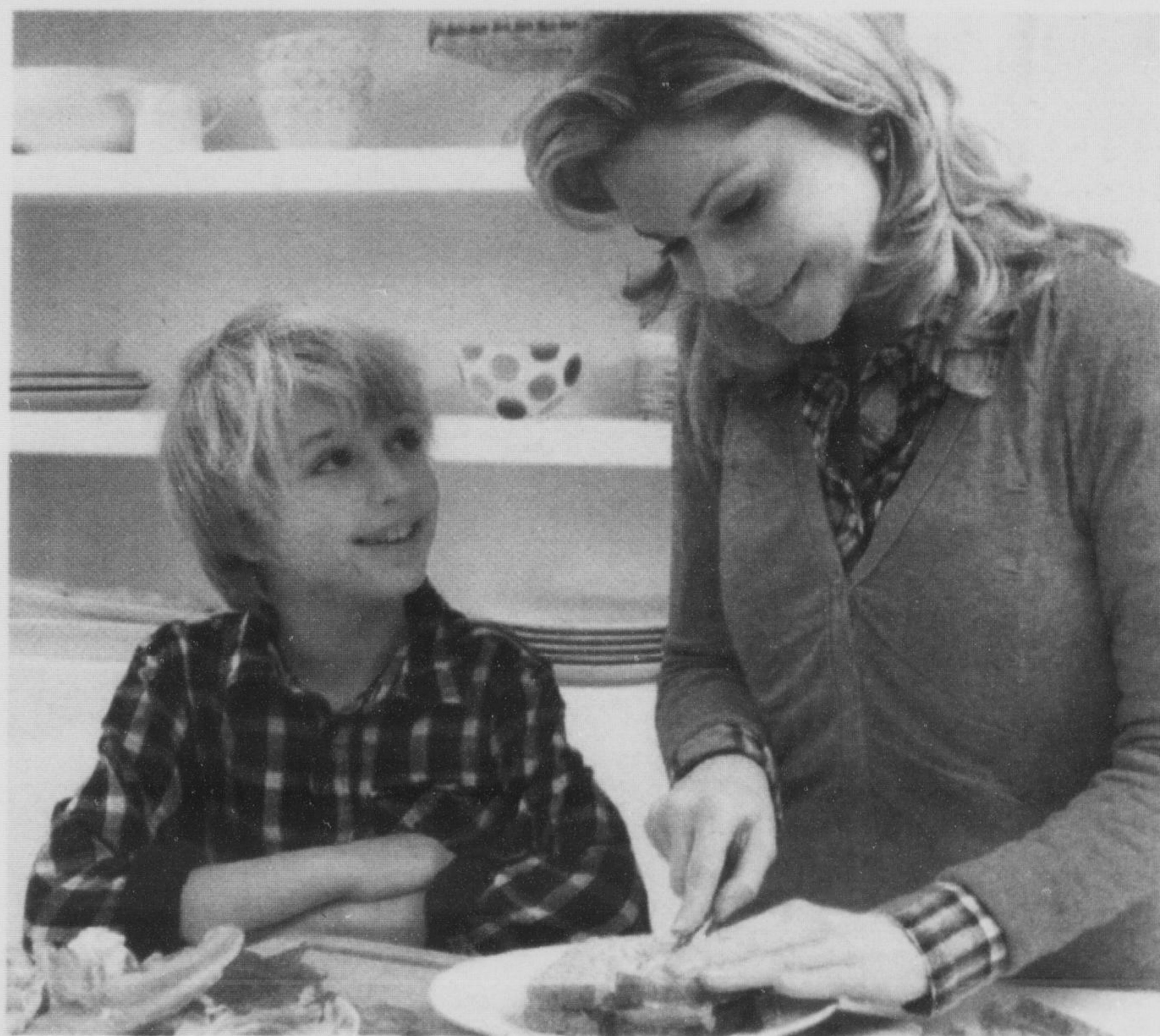
This year, one Ontario-based food company is making this easier with an expanded line of gluten- and allergen-free deli meats.

"After our successful launch of Piller's Simply Free allergen-free deli meats last year, we received many appreciative letters and e-mails from parents, community groups and associations," says Rita Weigel, the director of marketing at Piller's.

"One mother of two children with threatening food allergies wrote to thank us, and another called our products a 'miracle.' Responses like these provided encouragement to further expand the line to include more varieties of sliced meats, wieners, sausages, ham and fully cooked breakfast options."

More information, plus recipe ideas, is available online at pillers.com/simply-free.

www.newscanada.com



La Rose

Deli Specials

'Like' us on

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Brand

Montreal Smoked Meat



/100g

Brand

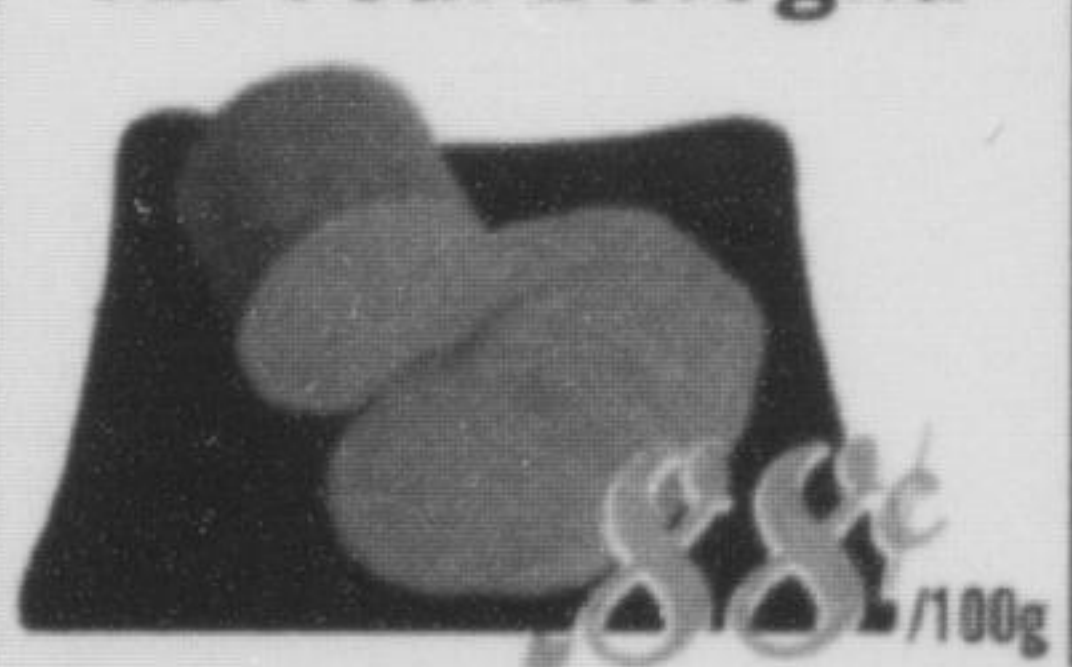
Summer Salami



/100g

Brand

All Veal Bologna



/100g

Brand

Oven Roasted Chicken Breast



100g

Italian Bakery & Delicatessen

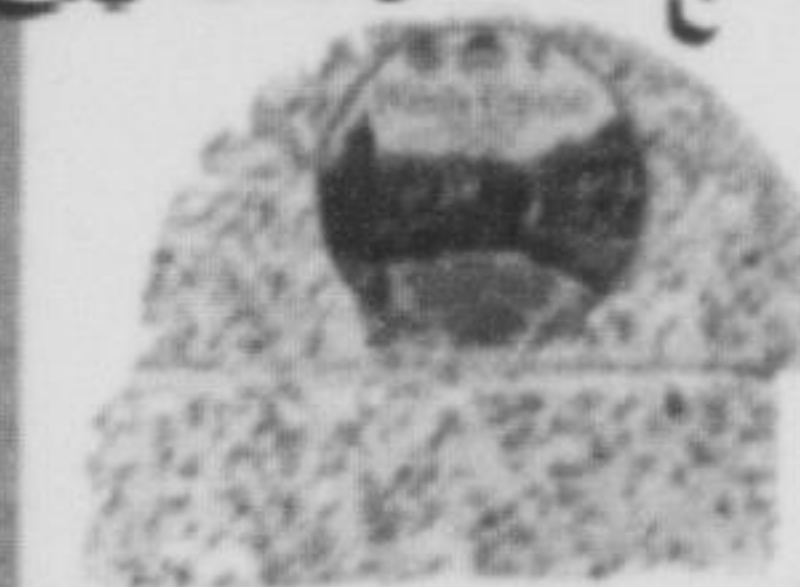
327 Bronte Street S., White Oaks Plaza

905-875-0303

Cheese Specials

White Stilton with Apricots

Coombe Castle Brand



Product of England

\$2.49

/100g (sold by weight)

Produce Specials

Organic...
Spring Mix or Baby Spinach



5oz Bag
Product of USA
#1 Grade

\$2.99 /ea

Jumbo...
Sweet-Green Peppers



#1 Grade

79¢ /bunch

Fresh...
Red Seedless Grapes



Product of USA
#1 Grade

\$1.99 /lb

Fresh...
MacIntosh Apples



3 lb Bags
Product of Canada
#1 Grade

\$2.99 /ea

Fresh Lunches start here

- Deli meats sliced fresh
- Fresh vegetables & fruit
- Gluten free snacks available

Breads & Buns Baked Fresh Every Day!



Monday - Thursday 8:30 am - 7pm, Friday 8:30 am - 8pm
Thursday September 5, 2013 to Wednesday September 11, 2013

Take Out Frozen Foods Cafe Dining Specialty Candy Giftware European Products