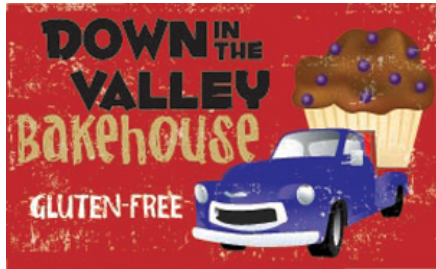


VALLEY natural foods

VALLEY NATURAL FOODS LAUNCHES GLUTEN-FREE LINE

The “Bakehouse” is Already a Huge Hit with Minnesotans and the Gluten-Free Community



Burnsville, MN – July 13, 2011. Valley Natural Foods, a leading co-op in Minnesota, is excited to announce that they are expanding their Down in the Valley product line to include a gluten-free line of baked goods. The 100% gluten free products, which are created off-site in a dedicated kitchen, will be carried at the co-op’s Burnsville location under the label, “Down in the Valley Bakehouse”.

The new product line debuted last month at Valley Natural Foods, and soon will be available to other cooperative and retail outlets. The Bakehouse is a wholesale operation and has a modern commercial kitchen located in a separate location, preventing any cross contamination. Each item is then individually packaged for safety. Many of the products are also dairy-free.

The “Down in the Valley Bakehouse” product line was created to serve the needs of those who have food allergies or intolerances to gluten, a part of the wheat kernel. When gluten is removed from flours for baking, the dough loses attributes of good baking, such as binding. Many people complain that gluten-free products taste overly-grainy, but the creators worked to create flour mixes and recipes that remained gluten-free, yet overcame the common issues of non-binding, gumminess and texture. The Bakehouse also uses nutritional ingredients and consider the taste of the final product to be just as important as the food allergen factor.

In addition to offering sweet items, including chiffon cake, cupcakes, banana bread and cookies, they will also carry traditionally hard to find gluten-free products, such as hot dog buns, sandwich bread, pizza crust, tortillas, baguettes and croutons.

This move is a natural step for Valley Natural Foods, which has always been focused on providing quality and delicious gluten-free products to its customers. Their Down in the Valley label now includes coffee and beef, with plans to offer more fair-trade and sustainable products in 2011.

ABOUT VALLEY NATURAL FOODS

Valley Natural Foods is a community-owned business. As a member-owned cooperative enterprise, they provide the community with resources for healthy living. The store is open to everyone and prides itself on the quality of their product selection and the excellence of their customer service. For more information, visit www.valleynaturalfoods.com.