

The Frequent Fryer

Volume 1, Issue 1

Summer 2009

Special points of interest:

- Latest Celiac research and statistics
- Childhood obesity and school lunch program news
- Sales promotions from CrispTek
- Latest blogs from around the world
- Recipes, helpful hints and suggestions for getting the most out of ChoiceBatter

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More Flavor, Less Fat with New Frying Batter

ChoiceBatter™, a rice-based frying batter product has been introduced by CrispTek, LLC of Columbia, Maryland. CrispTek developed the batter under an exclusive license with the USDA - Agricultural Research Service (ARS). The technology is patented by the USDA-ARS in New Orleans, Louisiana.

Users mix ChoiceBatter with water before coating and frying foods such as chicken, fish, shrimp, veggies and desserts. The batter absorbs up to 50 percent less cooking oil than traditional batters when frying. ChoiceBatter can also be used for grilling and baking. The rice flour-based batter is cholesterol-free and certified gluten-

free by the Gluten-Free Certification Organization (GFCO), Kosher Pareve by the Chicago Rabbinical Council (CRC) and manufactured in a facility free of the eight common allergens.

CrispTek received funding from the Maryland Technology Development Corporation (TEDCO) during a joint TEDCO-USDA sponsored showcase late last year to help further commercialize the product. The company's goal is to help consumers reduce the amount of fat and oil they consume.

ChoiceBatter is sold on CrispTek's website, www.ChoiceBatter.com, in both 18-ounce boxes and

five-pound bags (both spiced and unspiced).

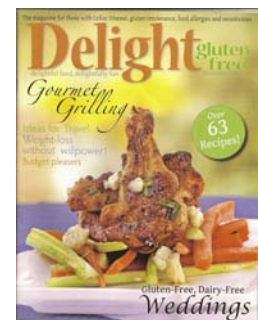


ChoiceBatter to be Featured in Magazine

ChoiceBatter™ will be featured in a late summer addition of the "Delight gluten free Magazine".

Several fried chicken recipes will be discussed and reviewed by a gluten-free chef, including one using ChoiceBatter!

If you would like to subscribe to the magazine, please visit their website at www.delightgfmagazine.com.



Blogger Corner



Alerting all allergenists! As you know, among the first things to go when you're diagnosed with wheat allergies are pizza, pasta and of course, those fried-battered dishes. If you're like me, you've had more than your fill

of soggy breading... now there's a solution. Say hello to [Choice Batter](#), which was developed by CrispTek.

I nabbed a sample at last month's [Thrive Allergy & Gluten-Free Expo](#) and I can't say

enough good things about it. It produces a nice, crispy texture. Plus, it's easier on your waistline, as it absorbs up to 50% less oil and has fewer calories than conventional batter.

(Source: Lisacooksallergen-free.com)

CrispTek Funds Celiac Research & Kid's Summer Camp



CrispTek, makers of ChoiceBatter, supported the 8th International Run/Walk for Celiac Disease on May 3rd in Baltimore, by donating a check for \$100 toward Celiac research.

The International Walk/Run for Celiac Disease is an annual fundraising event, which is organized and managed

by the Center for Celiac Research (CFCR) at the University of Maryland. This is the 8th year for the walk and they have raised over \$1,500,000 to date. The funds raised are used to increase awareness and support research as well as national and local celiac projects. 75% of the funds go to support research and other national initiatives and 25% to

support local communities throughout the country.

Additionally, CrispTek donated ChoiceBatter to the GIG Children's Summer Camp in Washington state. Thirty children diagnosed with Celiac disease will attend the camp. ChoiceBatter will be used in 1-2 meals of chicken nuggets and onion rings.

Calendar Highlights



ChoiceBatter will be represented in the **BOLDED** events:

June 8: DC Celiac Support Group Meetup at Maggiano's restaurant (featuring ChoiceBatter fried calamari)

June 29 – July 2: School Nutrition Association's Annual Conference in Las Vegas

July 9-11: Natural Market-Place 2009—natural products trade show and conference

July 27-31: GIG Kid's Summer Camp in Washington State.

August 15 – 16: Gluten-Free Cooking Expo in Chicago

September 11: Chesapeake Celiac Support Group – ChoiceBatter cooking demo

Obesity Rates Continue to Rise in Children

CrispTek continues to focus on providing healthy options for school lunch programs. Childhood obesity is a serious health concern for children and adolescents. Data from NHANES surveys (1976–1980 and 2003–2006) show that the prevalence of obesity has increased in all age groups.

Obese children and adolescents are at risk for health problems during their youth and as adults. For example,

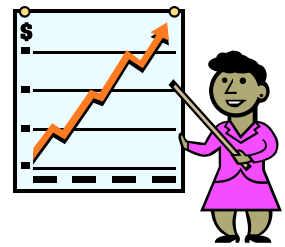
Childhood Obesity Rates	
Ages 2–5 years, up from 5.0% to 12.4%	
Ages 6–11 years, up from 6.5% to 17.0%	
Ages 12–19 years, up from 5.0% to 17.6%	

during their youth, obese children and adolescents are more likely to have risk factors associated with cardiovascular disease (such as high blood pressure, high cholesterol, and Type 2 dia-

betes) than are other children and adolescents.

For more information about childhood obesity, including how overweight and obesity are defined for children, the prevalence of obesity, the factors associated with obesity, and the related health consequences, go to the Center for Disease Control website at www.cdc.gov/obesity/childhood/

(Source: CDC Website 2009)



Support Your Local Retailers

Would you like to see ChoiceBatter on your local grocery / specialty store shelf? Then print / cut out the brief request below. Then deposit it in the comment box at your grocer. It is also helpful to ask to see the store manager, and express your desire to have ChoiceBatter available in their store.

Dear Store Manager,

I recently tried ChoiceBatter, by CrispTek. It is a great tasting, low oil-absorbing, gluten-free frying batter. Additional information can be found at www.choicebatter.com.

Please consider stocking ChoiceBatter in your store. Email sales@crisptek.com for additional details regarding their wholesale pricing and distribution.

Sincerely,



Recipe of the Month



Fried Apples or Pears

Peel, core and slice apples or pears into ¼ inch (or thicker) slices and set aside. Follow recipe to make ChoiceBatter™. Pre-heat skillet (medium heat) with vegetable oil (at least

¼ inch deep) or preheat deep fryer (360°F). Dip fruit into batter, coating thoroughly, and fry until golden brown. Top this delicious dessert with a sprinkle of cinnamon, powdered sugar or a scoop of vanilla ice cream.





**A Newsletter from
CrispTek, Makers of
ChoiceBatter**

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Visit our website at
www.ChoiceBatter.com

*Choice
Batter*

*The healthier option for GREAT-
TASTING Gluten-Free frying!*

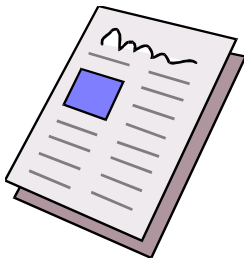
Science at work to make food healthier

Five-guys with a fryer founded CrispTek in response to consumer demand for reducing fat in their diets and the need for gluten-free cooking alternatives. The company obtained an exclusive license from the USDA-ARS (Patent # 6,224,921) to develop ChoiceBatter™ and bring it to you.



Frequent Fryer Program Details

Frying should be fun! Host a party for your favorite sports event, movie night, summer pool parties – whatever – just be sure to invite all your friends and family!



Benefits of membership:

- Receive discounts for:
 - Frequent purchases
 - Referring a friend
- Entry into a drawing for a new fryer.
- Receive our free newsletter “The Frequent Fryer” so you can keep up on the latest recipe ideas, sales promotions, nutritional information, industry statistics and more.



Not a member yet? Visit our website www.choicebatter.com, and sign up today!