

The Latest Hullabaloo

Hullabaloo Food "We put in less ... so that you can have more."

NEWSLETTER 15: OCTOBER 2008

Hi all,

Someone has been spreading rumours about me!!!!

Over the last few months I have received lots of emails from customers asking for my "Naturally-coloured hundreds and thousands." I'm sorry to say that I don't make or sell them - but I can tell you how to do it.

You will also notice that I have again made some changes to the shopping cart program – all in the name of progress. I had so many categories that the list was just getting too long, so you will now see just 5 main listings, the subheadings will show up once you click in.

The real problem isn't the number of categories, but rather the number of products. I love bringing out new foods and treats but with nearly 70 products on the go – my store room was getting very cramped. So the sad news is that some of my regular products will need to go into hibernation for a while. But, don't worry; I will rotate them back into the shop down the track.

You will also see a new category called "Bulk Boxes" where you can buy your favourite Hullabaloo Foods in bulk, and of course slightly cheaper.

And finally, an update on the Kids First Campaign. You may have seen some of the national media coverage about the campaign, Today tonight, Press, Behind the News and more. In the first 2 weeks over 9,000 people signed the petition. If you haven't added your name yet go there today.

Cheers



Next Month I will be looking at allergy-aware ice-cream you can buy and recipes to make at home. If you have any suggestions or favorites please email chef today.

MUESLI BLOCKS



NEW Limited Edition Product. Only one batch of this great lunchbox treat has been made so get in quick.

Each block contains four individual muesli blocks – great for sharing with friends.

[Rolled Oats, Sugar, Organic Coconut, Currants, Rice flour, Rice Bran Oil, Cream of Tartar, Mulberry Juice.]

Women and Mums in Business

If you run or work in a small business in the Hobart area and would like to meet with other small business women then come along to our first get together;

**Friday 3rd October
5:30pm – 7pm
Waxed, Gregory Street,
Sandy Bay, Hobart**

All Welcome. No membership fee – just buy your own drink.

Please RSVP

Hundreds and Thousands.

It is easy to make a batch of one colour of hundreds and thousands, but if you want to create the entire range of colours then you will need to either build up your own collection over time or pair up with a friend and swap a jar to increase your colours.

This recipe is based on Royal Icing which stays hard, whereas water based icing will crumble. The balls have a 'matt' finish rather than the 'glossy' finish of commercial ones – but think of all the nasties that you are avoiding!!

If you are concerned about salmonella there are lots of recipes for Royal Icing using a variety of powdered egg whites or commercial meringue mixes.



1. Place one fresh egg white in a bowl and slowly mix in about 1½ cup of pure icing sugar.
2. When you have a soft smooth paste, add 6-10 drops of natural food colouring.
3. Then slowly add 1 – 1½ cups more icing sugar until the paste makes a firm ball but not dry and crumbly. (It is better to be slightly too wet than too dry)
4. Tip into your food processor and whiz into little balls. You may need add a touch more icing sugar.
5. Pour the little balls onto a large tray and leave to dry for 6-12 hours. You can speed this up by using the defrost temperature on your oven.
6. As long as your balls are really dry they should keep in an airtight jar forever. [After all they keep wedding cakes with this icing for years].

STAR ALLERGY ALERTS 20% OFF

Star Allergy Alerts make a bright, fun range of Allergy Awareness Products for children including, badges, stickers, bracelets, EpiPen pouches, T-shirts, posters, and magnets.

These, simple easy-to-use products make everyone aware of food and medical allergies, and they are all designed in modern colours and with cute characters that kids are sure to love!

For the month of October, Hullabaloo Food customers will receive a massive 20% off the entire Star Allergy Alerts product range! Enter JF108HULL to receive this Discount!!

Order online at www.starallergyalerts.com.au

HULLABALOO SPECIALS

We have over 6 products on special at the moment including;

Cocoa-nut Crunch 60g
Normally \$2.35 Now \$1.75

Gourmet Trail Mix 40g
Normally \$1.40 Now \$1.00

Dried Pear 12g
Normally \$1.20 Now 75c

FREE STUFF

This bits is always changing, with new foods to give away. So check out the new things, in free stuff today.

- ✓ Hullabaloo Food is very allergy-aware and understands the needs of people with allergies & intolerances.
- ✓ Hullabaloo Food is always peanut-free, tree nut-free, preservative-free, artificial colour and flavour free.
- ✓ Hullabaloo Food responds to the needs of allergic people by constantly developing new products.

www.hullabaloofood.com

If you would prefer not to receive this newsletter please contact admin@hullabaloofood.com.