

The Latest Hullabaloo

ALLERGY AWARE: *We put in less ... so that you can have more.*

ISSUE 10 : MAY 2008

Go Hullabaloo Shopping

OFFICE AND DELIVERY TIMES FOR NEXT WEEK

Due to the Expo in QLD the Hullabaloo Food office will be shut from Thursday 15th May until Tuesday 20th May.

Orders received and paid for by COB Wednesday 14th will be dispatched the next day.

Although the office is closed, the online store is always open. Orders received after Wednesday 14th will be processed and dispatched the following week once things return to normal.

Hi all,

When my children first showed signs of having food allergies I was frustrated by how hard it was to find the list of ingredients on many commercial foods. We had allergic outbreaks when vital ingredients such as Sulphur Dioxide were not listed with all other ingredients, but as an aside in a completely different location.

One of my intentions with Hullabaloo Food was to list ALL the ingredients, which of course we do, but also to put them on the front – where you can find them. Somewhere along the way I got carried away with the design of the cake and cookie covers and the ingredients were relegated to the back. When I looked at the packet the other day I realised that this is not what I wanted – so I'm just letting you know that all the printing done from now on will show ALL the ingredients on the FRONT.

I am also very excited to be attending my first allergy-food expo. The Gluten-free and Food Allergy Expo in Brisbane has been running for a couple of years and is a great resource for allergic families. Getting ready for the expo has been an experience and it was a lot of fun to pack up the pallet of food to sell at the Expo. I am looking forward to meeting many of my customers in person.



Cheers

Visit the Hullabaloo Food Stand (E14)

The Gluten Free Food and Allergy Expo at the Brisbane Convention Centre
Saturday 17th and Sunday 18th May 10am-5pm

SPONSOR JACOB MACKAY

Jacob is a young friend of mine who is trying to raise money for Multiple Sclerosis through the annual MS readathon.

All the proceeds of Hullabaloo Food Popcorn sales for the month of May are going to Jacobs fundraising effort.

If you would like to donate directly to Jacob's Read-a-thon then please visit his personal [fundraising site](#). I would love to be able to help him exceed his target of \$1000.

POP POP POPCORN

The size and packaging of the 100% Popcorn has changed quite a bit over the last 12 months. Trying to find the right combination for big mouths, and little mouths, and lunch boxes and shops, and birthday parties meant that I was offering over 5 combinations.

It was just getting too messy for such a straightforward [product]. SO I have taken all the most popular elements and will now offer one product. 100% Popcorn will now come in a 20g heat-sealed bag and cost \$1.00

www.hullabaloofood.com

Hullabaloo Foods are all peanut and tree-nut free and manufactured in a nut-free kitchen. We exclude preservatives, artificial colours & flavours from all products and various other allergens from the rest. If you would prefer not to receive this newsletter please contact admin@hullabaloofood.com.

