

The Latest Hullabaloo

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

NEWSLETTER 21

APRIL 2009

Hi all,

I recently attended a business training workshop and one of the things they talked to us about was business names. Good ones, bad ones, clear ones, confusing ones – "But whatever you do" they said "don't choose one that people can't spell". Oops! Things I could have been told yesterday.

I know it is a tricky word so I thought it would be interesting to see how people do spell Hullabaloo Food. My website is able to record a list of the top search words used to get to my site (and no it doesn't tell me who you are) and here is how you find me; Halabaloo, Hollabalu, Hullaballoo, Hollabooloo, Hullaballo, Hullabalo.....

But my absolute favourite is the one when you think you are getting Hullabaloo Food, but you aren't - Gullabaloo. So, you don't have to pick a word that is spellable – you just need very determined customers. Thanks.

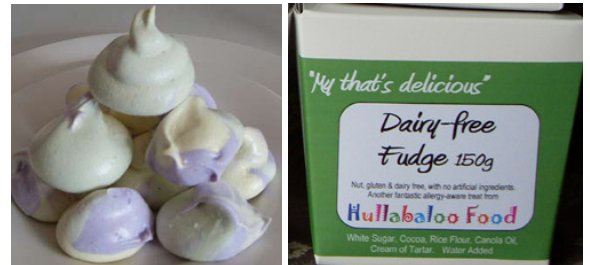
Easter is not far away now so I have been working on some special treats and one very unusual activity for our favourite allergic people.

Cheers,

Jane

GO TO THE NEW PRODUCTS LIST

Rainbow Meringues, Mocha Meringues and Dairy-free Fudge Gift Pack.



Gluten-free Muesli Slice Mix, Natural Icing Mix Gourmet Trail Mix School Special and Choc-Fudge Sauce



Yummy Fruit

Pizza.



Not being able to eat yeast, tomato and cheese, makes the whole concept of Pizza too hard. Even if you get the GF base right – without melted gooey cheese – it is just a waste of time. We still like making pizza, but decided that Savoury is out and Sweet is in.

We started with a handful of Gluten-free Shortbread Pastry (see Newsletter # 11) rolled into a disc about the size of a small tea plate. Instead of the traditional toppings we used an assortment of fruits to get that perfect blend of sharp, sweet, not sweet – but really you can use anything that comes to hand

(Tomato Paste) Unsweetened Stewed Apple
(Salami) Slices of strawberry
(Olives) Currants
(Cheese) Blobs of Apricot Jam



Edible Art:

This is by far the best way to solve the problem of all that artwork children produce. Make them eat it!

The natural food colouring needs to be diluted about 2 parts colour to 1 part water and after trying a range of brushes, ink pens etc the best applicator was a cotton tip.

We made invitations, secret notes, and messages from mummy for the lunch box, treasure maps, we haven't got onto painted Easter eggs yet, but a great gift idea.

The natural colours have flavour which is too mild to pick when they are used in icing, but concentrated it adds a very delightful dimension to the drawings.



In the Shopping Trolley

Gelativo All Natural Sorbet: We bought 2 or the 3 different flavours available and they come in individual tubs – which made Livvy very excited. **Passionfruit Sorbet** contains Water, Passionfruit, Sugar, Glucose from Maize, and Pectin. While the **Tropical Fruits Sorbet** contains Banana, Passionfruit, Mango, Orange, Pineapple, Sugar, Glucose from maize, Pectin, Locust Bean Gum. They warn that they do have nuts in the facility. We had no reactions or problems.

Shopping Cart Crash

This is normally the type of thing that happens in the supermarket car-park, but this time it happened in my web site. My apologies to all those people who placed orders last weekend, again, and again, and again. It is all fixed now. Fingers Crossed.



Hullabaloo Food is an exciting new business that understands the needs of, and caters for, a growing number of health-conscious people with multiple food allergies & intolerances. All our products are free from tree nuts, peanuts, preservatives and artificial additives.

www.hullabaloofood.com

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