



CUP4CUP™
{ GLUTEN FREE, BUT YOU'D NEVER KNOW IT }



CUP4CUP™

Chef Thomas Keller is renowned for his culinary skills and his exceptionally high standards. He has established a collection of restaurants that set a new paradigm within the hospitality profession. He is the first and only American-born chef to hold multiple three-star ratings from the prestigious Michelin Guide, as well as the first American male chef to be designated a Chevalier of The French Legion of Honor, the highest decoration in France. He has received countless accolades, including The Culinary Institute of America's "Chef of the Year" Award and the James Beard Foundation's "Outstanding Chef" and "Outstanding Restauranter".

The Cup4Cup story began in 2010 at The French Laundry when Chef Keller challenged his chefs there to develop a way to provide the restaurant's gluten free guests with a cornet of Salmon Tartare that tasted just like the original recipe. This move was revolutionary for the restaurant as gluten free guests could now experience this iconic menu highlight and a complete dining experience.

The result of the kitchen experiment yielded Cup4Cup – the first 1:1 gluten free flour that eliminates complicated conversions and delivers premium taste, texture and performance. Just as its name suggests, Cup4Cup replaces traditional all-purpose flour or whole wheat flour in most recipes, cup-for-cup and gram-for-gram.

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– THOMAS KELLER



CUP4CUP – BACKGROUND

“When you acknowledge, as you must, that there is no such thing as perfect food, only the idea of it, then the real purpose of striving toward perfection becomes clear: to make people happy, that is what cooking is all about.” – Thomas Keller

Chef Thomas Keller – Widely respected for his culinary skills and his exceptionally high standards, Chef Thomas Keller challenged the chefs at his lauded restaurant, The French Laundry, to create a gluten free flour, one that would not only work in his restaurants but also for the home chef, in kitchens across the country. This led to Cup4Cup, where we provide easy-to-use flour blends and baking mixes that deliver the same consistency and texture of regular flour and can be used as easily in a home kitchen as in a professional one.

Community – A loyal customer following - our high repeat purchase rate continues to bring customers from the growing gluten free market.

Quality & Performance – Unrivaled ingredients and tested formulations created by Chefs for Chefs, for in home and restaurant kitchens.

The Stats – Cup4Cup is currently trending up double digits all (3) time frames, outpacing the category and leading brand.

Formula – Made in the USA with Non-GMO, GFCO, OU Kosher, ISA Halal certified ingredients, in an allergen free facility.

CUP4CUP



GLUTEN FREE FLOUR - MULTI PURPOSE



- First to market 1:1 substitution for all-purpose flour in all sweet and savory recipe
- Outpaces competitors on taste, texture and performance
- Non-GMO certified
- 25 lb food service size
- *Revised Recipe!*



CUP4CUP

GLUTEN FREE FLOUR – DAIRY-FREE MULTIPURPOSE



- Dairy Free Multipurpose is a versatile flavor neutral flour blend made in the same fashion as the original
- Suitable for all sweet, savory and fried recipes
- 25 lb. food service size
- Free from top 9 allergens



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GLUTEN FREE FLOUR - WHOLESOME



- 1:1 substitute for whole wheat flour
- 25 lb food service size
- Good source of fiber and omega-3 fatty acids from rice bran and golden flaxseeds
- Non-GMO Project certified. Dairy-free and corn-free



CUP4CUP

GLUTEN FREE PANCAKE & WAFFLE MIX



- Make diner style fluffy pancakes, crisp golden waffles and delicate crepes with our mix
- 25 lb. food service bag
- *Revised Recipe!*



CUP4CUP





GLUTEN FREE BROWNIE MIX



- A chocolate-lover's dream come true
- Makes rich fudgy brownies and decadent lava cakes
- Made with Guittard® chocolate
- 25 lb foodservice bag



CUP4CUP

GLUTEN FREE PIZZA CRUST



- Perfect for thin crust, deep dish, roman style pizza, and fresh pasta sheets
- RBST free Non-GMO fat free milk powder allows for pliability and crisp texture
- 25 lb food service bag



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GLUTEN FREE FLOURS

1. Multipurpose Flour
2. Dairy Free Multi
3. Wholesome Flour

GLUTEN FREE MIXES

1. Pancake & Waffle
2. Brownie
3. Pizza Crust



CUP4CUP ACCOLADES

Los Angeles Times

This is the ultimate chocolate chip cookie, with everything readers asked for (crispy edges, yes!)



Finally, the gluten-free variation calls for Cup 4 Cup all-purpose gluten-free flour. While in theory any all-purpose gluten-free flour should give the same result, in reality each brand behaves differently. In blind tests, nobody guessed that the cookies made with Cup 4 Cup were gluten-free; they were even at times favored above cookies made with regular, all-purpose wheat flour (the taste testers didn't know there were gluten-free cookies in the mix). Other all-purpose gluten-free flours did not fare as well. Use different brands here with caution.

the spruceEats

The 9 Best Gluten-Free Bread Mixes of 2023

[Best All-Purpose Flour: Cup4Cup Multipurpose Flour Gluten-Free](#)



Taste of Home

Home - Health & Wellness - Gluten-Free

The Best Gluten-Free Flour Blends for Baking



Best for Lightweight Pastries and Cakes: Cup4Cup Gluten-Free All-Purpose Flour

mashed

Chefs Absolutely Swear By The French Laundry's Gluten-Free Flour



CUP4CUP™

Cup4Cup is sold in more than 7,000 Natural, Conventional and Specialty Food stores nationally and has earned its reputation as the *premium* gluten free baking brand.

amazon.com™



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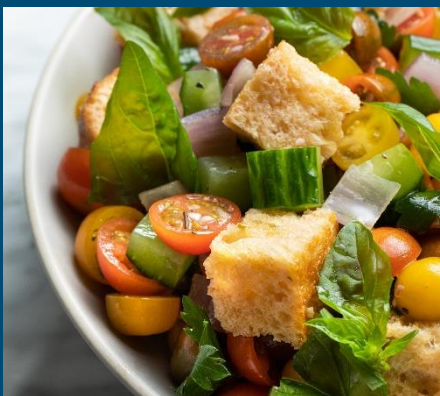
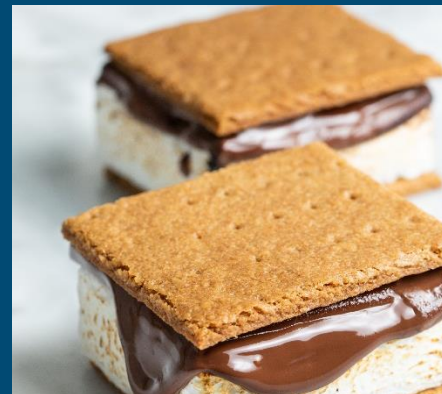
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NEW SEASONS
MARKET



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CONTACT US

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