

Pamela's Introduces Online Gluten-Free Newsletter

Ukiah, CA - In late June, Pamela's Products launched their first ever online consumer newsletter. Complete with company news, information on events and free giveaways, the leader in gluten-free foods is reaching out to create a more connected community. "When we started our recipe contest two years ago it was to bring people together and we received an amazing response," said company founder and president Pamela Giusto-Sorrells. "My goal has always been to bring people together through food, I want to help bridge the gap between those with gluten intolerance and those without. A newsletter is a great next step ...

And it's really fun. We're including some great stuff like free product giveaways and our schedule of event. We now send Marion, our Community Relations Specialist, around the country to bake cupcakes and celebrate with everyone she meets at events and her schedule will start showing up in the newsletter later this summer," continued Giusto-Sorrells.

Now available online, those interested in receiving the official Pamela's Products Newsletter can sign up on the home page of the Pamela's Products website at www.pamelasproducts.com. This monthly newsletter will be delivered directly to subscribers email boxes. Pamela's is committed to finding earth friendly solutions for its needs. "We pride ourselves on being an active member in our community. When we knew we wanted to start a newsletter we discussed all of our options. By keeping this venture electronic only we are able to reduce our paper usage and keep our impact on the earth in check, and still have fun with everyone," commented Giusto-Sorrells.

Setting the standard for great taste since 1988, Pamela's Products continues to create the most delicious wheat-free and gluten-free foods available. Pamela's Products offers a full line of Traditional Cookies, Baking Mixes, Organic Cookies, Simplebites Mini Cookies and Biscotti, and can be found in natural food and grocery stores throughout the USA and Canada and on the web at www.pamelasproducts.com.