



The Joy of Gluten Free

SUSAN PHIPPS

Walking through the front doors of The Joy of Gluten Free is tantalizing for the senses. The aroma of fresh-baked breads, the nostalgic scent of pies, the captivating sight of scrumptious cakes and squares, and the savoury selection of freshly-made goods at the lunch bistro are overwhelmingly pleasing.

Everything is 100% gluten-free and peanut-free. People have actually shed tears walking through the doors of the 1500-square-foot-bakery, realizing that they can eat delicious things that have been previously "forbidden," due to a Celiac diagnosis or extreme food sensitivities.

The Joy of Gluten Free first opened its doors in early 2012, the result of 10-years of innovation by owner, Susan Phipps. Phipps is a baker, a self-proclaimed foodie, diagnosed with Celiac disease and with 35 food intolerances. Following a number of years travelling and living in South America, researching foods in other cultures, examining our ancestors' diets, teaching and

testing innovative recipes, Phipps knew she could revolutionize food.

The Joy of Gluten Free offers over 80 baked products, made from 22 gluten-free flours sourced locally and globally. And they're all delicious. The texture and decadent satisfaction of a delectable treat is not just maintained but improved upon. Breads that are fluffier and more sumptuous than the norm. Butter tarts that melt in your mouth. Marzipan squares that are so good they are addictive.

The breadth on offer is stunning. A buttermilk chocolate cake filled with dulce de leche, topped with meringue and drizzled with chocolate. A Classic French tourtiere and the "best" cherry pie according to customers. Many items are also dairy and egg free. All are proof that flavour doesn't have to be sacrificed.

The Joy of Gluten Free is more than just a specialty bakery; it's a haven for foodies.



Q and A



WHAT'S ONE ITEM THAT DRAWS PEOPLE INTO THE STORE?
People definitely come in for the bread. Bread is a big deal for someone on a gluten-free diet. A lot of gluten-free breads are stiff and dry. Our bread tastes like bread should. It's light, fluffy and tastes amazing.

WHAT'S YOUR MOST POPULAR TREAT?
The donut muffin - baked not fried, low in sugar and fat - is our top seller. It's a muffin that tastes like an old-fashioned cake donut with cinnamon and sugar.



WHAT'S YOUR LATEST INNOVATION?
One of our signature cakes is our S'mores cake, which is also dairy and egg free. It's made with our vegan chocolate guilt-free brownie cake, which is sugar free, sweetened with honey and applesauce. The amazing thing is, without all that sugar, it's like chocolate on steroids.

DO YOU HAVE A FAVORITE SAYING?
We like to say, "We make fabulous food everybody loves," because people say we have the best food, not just the best gluten-free food.

WHAT CAN CUSTOMERS EXPECT NEXT?
The holidays are coming, which is always a great time to release new products. Our vegan shortbread is in stock again. Christmas cake and other goodies are on the way.

WHAT ARE PEOPLE MOST SURPRISED TO KNOW?
Everything we sell is 100% gluten-free. There is no cross-contamination. They can eat whatever they want. No more cheating! We are a destination for many customers from our local neighbourhood, and as far away as Toronto, Montreal and Victoria who enthusiastically indulge themselves and their senses in our food. Many of whom we know by name.

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