

Market specializes in gluten free

By Tracey A. Putrino
FOR FAIR LAWN FOCUS

Those who are looking for gluten-free products can find a wide variety of choices at the Gluten Free Market, 7-09 Fair Lawn Ave., a new business in the borough.

The store, owned by Rose Bertani, is a specialty market carrying a full line of gluten-free products from gourmet cakes and dry goods. The shop features strictly gluten-free products.

"That is what we want to be known as," Bertani said. "You don't have to read the labels."

The baked goods come from Mr. Ritt's Gluten Free Bakery, a Philadelphia-based business owned by Bertani's brother, Richard.

"With his cakes you cannot tell the difference," said Bertani.

She and her sister noted his cakes were served at a family wedding and at the Chamber's holiday party.

"We never said a word," said Bertani about when guests first tried the desserts. "Nobody even knew."

It is through her brother's suggestion that Bertani get involved in the business. He recommended she open a shop so people would have a place to go to find gluten-free products.

"We also carry a lot of other brands," said Bertani, who gets help at the store from her sister.

Gluten-free products do not contain wheat, rye, barley or other grains such as oats due to cross contamination. Gluten is the protein found in these grains.

People who benefit from a gluten-free diet include those allergic to wheat, children with autism, those with autoimmune disorders, particularly celiac.

People with celiac cannot tolerate gluten proteins, which can cause small intestine damage and a wide range of recurring symptoms. About 2 million Americans suf-



PHOTO/NICK MESSINA

Rose Bertani, the owner of the Gluten Free Market on Fair Lawn Avenue, specializes in providing customers with a variety of gluten-free products.

fer from the hereditary disorder and often have years of pain before getting the proper diagnosis.

"We were quite surprised when we opened the store," Bertani said about how many people are impacted by needing a gluten-free diet.

Bertani is working with the Northern New Jersey Chapter of Celiac to learn about products. The organization offers advice about what products people are looking for

and what tastes good.

"We want to give the people what they want," she said. "It was new to us in the beginning. We are getting more knowledge."

Bertani said they take the time to talk to customers to see what they want and what brands they would like the store to carry.

"We are learning a lot from our customers," said the Elmwood Park resident. "We are listening to the people."

While some customers are required to be on a gluten-free diet, others just want to have a healthier diet so they are choosing gluten-free items. Some customers have told Bertani that it has helped with other conditions as well.

Shoppers are coming from all over to stop by the business and see what it has to offer.

"There not just from Fair Lawn," said Bertani, pointing to the addresses on her mailing list.

When Bertani decided to open the store she said she looked at a lot of places and thought the Fair Lawn spot was the best choice. She noted some customers noticed the store while sitting at the traffic light on Fair Lawn Avenue and decided to stop by.

The shop is currently open from 10 a.m. to 4 p.m. on Wednesday, Thursday and Saturday, from 11 a.m. to 6 p.m. on Friday and from 11 a.m. to 4 p.m. on Sunday.

Edward Jones earns high rank in service

The global financial services firm Edward Jones is the highest-ranking brokerage firm on Business Week magazine's first ranking of Customer Service Champs, according to Ofer Levy, a financial advisor in Fair Lawn and Chamber member.

The St. Louis-based firm ranked number six among 25 national and international companies that, according to the magazine's March 5 edition, are the "best providers of customer service."

The list ranks the best providers of customer service and digs into the techniques, strategies and tools they use to deliver great service, according to the magazine.

"We're delighted to be recognized by

Business Week, one of the most respected business publications in the country," said James D. Weddle, managing partner of Edward Jones. "It's another reflection of our commitment to providing outstanding service to our clients, the true judges of service quality."

To launch the process, Business Week created a list of companies based largely on brands in J.D. Power & Associates' database. In addition, the magazine polled 3,000 readers, generating a pool of names most associated with treating customers well. J.D. Power then surveyed customers about the brands that were nominated by readers but not already in its database.

Groups invited to join Memorial Day parade

The Fair Lawn Holiday Celebrations Committee and Fair Lawn Recreation and Parks Department invites any organizations, clubs, PTAs, Boy/Girl Scouts and any clubs or youth groups to march in the Memorial Day parade, which will be held on May 28.

Anyone interested in entering a float or marching in this year's parade must meet the theme of Memorial Day. (Floats can deal

with any war remembrance - Revolutionary, Civil, World War I or II, Korean, Vietnam or Persian Gulf). The Holiday Celebrations Committee will be judging floats. First through third place plaques will be awarded.

For information, call James Graff, acting superintendent of recreation/parks, at 201-796-6746 between 8:30 a.m. and 4:30 p.m. Monday through Friday.