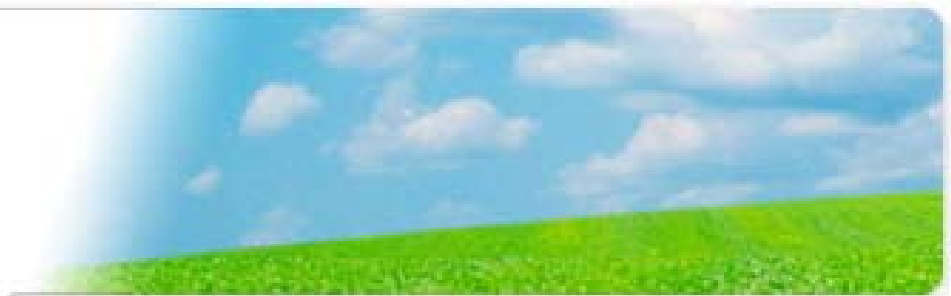


BeFreeForMe.com
Save. Sample. Share ... Gluten & Allergy Free.



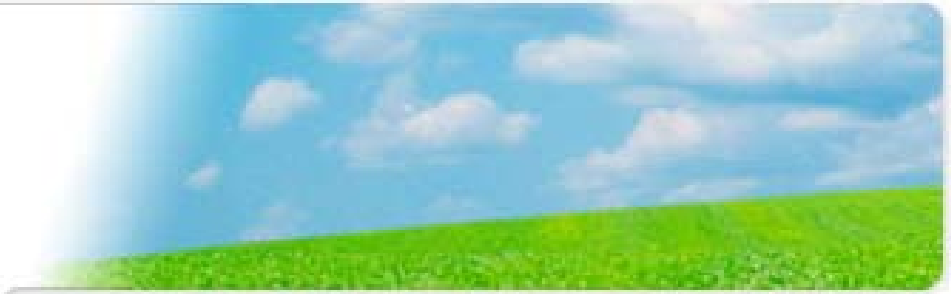
The Gluten Free Diet: How to Save Money With Sense, Savvy & Savings

Kathleen Reale
Founder

www.BeFreeForMe.com

We Want To Save \$!

- 81% of consumers use coupons for grocery items *(Prospectiv, August 2008)*
- 87% of shoppers would more than likely to shop at retailers that offered coupons / savings *(Prospectiv, August 2008)*
- Coupons are the main reason 61% of consumers visit consumer product good (CPG) websites *(e-centives, May 2008)*
- 86% of BeFreeForMe members report that the price of gluten free / allergy free items are their biggest frustration regarding their special diet *(BeFreeForMe.com, January 2009)*



First things First:

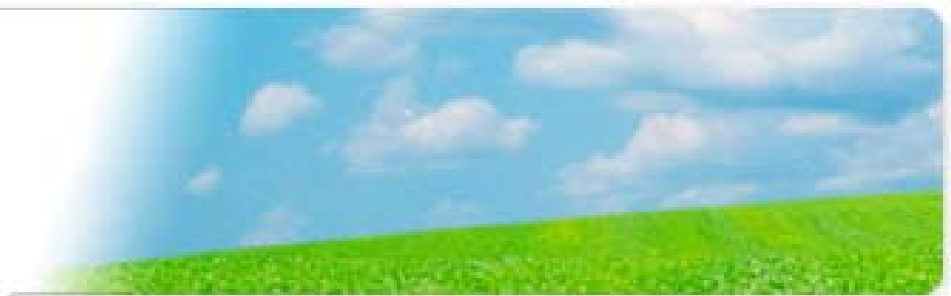
Question: Why Do Gluten Free Products Cost More Money?

1.) Increased production costs for manufacturers:

- Alternative grains are more expensive
- Additional ingredients are more expensive (i.e. guar gum)
- Additional labor / designated facility costs to produce the products

2.) Increased costs to the retailers:

- Specialty distributors vs. warehouse items
- Shelf life of gluten free products
- Cost more to “display” GF items in the market (Frozen space)

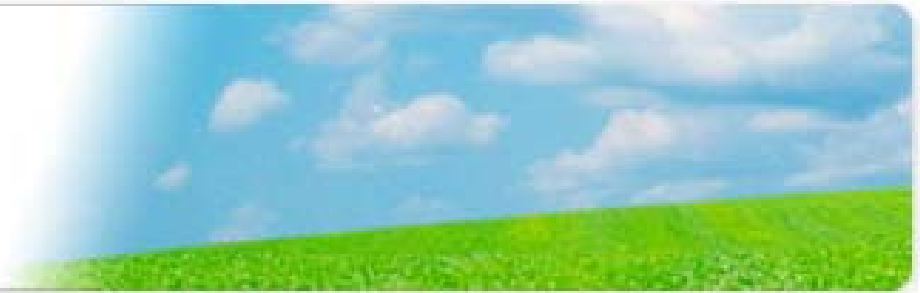


But Most Important...

Question: How Can We Save \$ While on a Gluten Free Diet?

1.) Use Gluten Free Saving Tips!

- 1.) Make a menu / Make a list! Important for the newly diagnosed!
- 2.) Start a Coupon File Book! Start Clipping & Clicking Away!
- 3.) Learn, Share & Explore! Participate in webinars, blog on-line.



But Most Important...

Question: How Can We Save \$ on a Gluten Free Diet?

2.) Save \$ WHERE you shop!

- Shop at “Regular” Grocery Stores!
 - Tons of GF items! “Naturally GF” & special diet items
 - Shop the peripheral of the store
 - Less expensive (& healthier!)
- Shop at “Club” stores or Mass Merchants!
 - Bulk is good!
- Shop “Locally” at Farmer’s Markets & Farm Stands!
 - GF is naturally “green”!



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But Most Important...

**Question: How Can We Save \$ on a
Gluten Free Diet?**

2.) Save \$ WHERE You Shop! ... continued

- Shop at Miscellaneous Store!
 - Dollar Stores
 - Trader Joe's
- Shop On-Line!
 - Amazon.com
 - Allergy Free Shopping websites



But Most Important...

Question: How Can We Save \$ on a Gluten Free Diet?

3.) Save \$ WHEN you shop!

- Shopping / Loyalty Clubs
- Scan the weekly flyers
- Time is \$\$:
 - Check on-line for GF product listings
 - On-line delivery services = Peapod

But Most Important...

Question: How Can We Save \$ on a Gluten Free Diet?

4.) Where to Get Coupons / Savings:

- Manufacturer Websites
- Weekly Sunday Paper
- Websites of favorite stores
- Internet:
 - Coupon Codes for Retailers / Resources:
 - Couponcabin.com
 - Various Blogs
 - CeliacCentral.org
 - CSA.org
 - BeFreeForMe.com

But Most Important...

**Question: How Can We Save \$ on a
Gluten Free Diet?**

5.) Miscellaneous Ways to Save:

- Eat In!
- Restaurant Coupons
- Tax Deductable / FSA Savings
- Get Creative... & Have FUN!