

With Four Distinct Flour Mixes, Blends By Orly Has Something For Every GF Taste

By Tiferet Schafner

Gluten has become a dirty word. Increasingly, many Americans are avoiding these proteins found in wheat, barley, rye, spelt and other grains and pseudo-grains. (While oats do not contain gluten themselves, many are cross-contaminated by other grains.)

Some people are simply allergic to wheat or to gluten and feel a variety of symptoms. And others have celiac disease, an autoimmune disorder that, over time, harms the small intestine, which could have devastating health consequences.

A common remedy for those in the first category – and the only known remedy for celiacs – is to avoid gluten altogether. Which means: a lifetime of no breads, cookies, cakes, etc.

At least not those made from glutinous grains. But in the last couple of decades, breads, pretzels and pastries made from alternative ingredients have ballooned and occupy who sections in the supermarkets.

Still, with many of these products, consumers complain about the taste and texture of the alternatives. Enter Blends by Orly, an easy-to-use, gluten-free mix, with four distinct mixes: the Sydney Blend for cake; the London Blend for cookies; the Tuscan Blend for breads; and the Manhattan Blend for pastries.

“The different blends allow you to create virtually anything gluten-free without compromising taste or texture,” said Orly Gottesman, founder of Blends by Orly.

Gottesman was given the impetus to create gluten-free goodies with great taste when her husband, a lover of fine-foods from a family of restaurant owners, was diagnosed with celiac disease. This was a foodie’s worst nightmare: “Gluten-free products usually have this distinct-tasting, fake consistency,” said Gottesman. “You know when something tastes gluten-free.”

The couple moved to Paris soon after, where Gottesman was introduced to French baking through an apprenticeship with a French pastry chef, and fell in love with the craft. She was determined to create comparable gluten-free pastries that her husband could enjoy.

When they moved to Sydney, Gottesman pioneered an independent study with the head chef of Le Cordin Bleu culinary school on gluten-free French pastry development. “I was given my own kitchen, where I performed experiments every week, and was graded on them.” It was there that she created the base for her gluten, nut, dairy, and soy free line of mixes that are a remarkably similar to regular bread and pastries.

Gottesman discovered that gluten-free products often lack the real-bread taste because the same gluten-free flour is used for all categories of baking. “But, when I used different proportions of ingredients for different items, such as different quantities of ingredients for pizza dough than for cookie batter, the result was a more realistic, delicious taste.” Thus, the four distinct blends were born, each with different proportions to create the most authentic gluten-free cakes, breads and cookies.

Gottesman’s line even includes a mix for gluten-free *Challah*. “*Challah* is a more personal and emotional product than just cake or cookies; people have this familial, traditional, mitzvah association with it. So, it’s important to me that people’s *challah* live up to

this association in taste.”

Susan Wertenthiel, a Blends by Orly customer, uses the *challah* blend every Friday and finds that “the consistency and taste is so similar to regular *challah* and cake.” Susan’s daughter Abby, a celiac, notes how she looks forward to having that delicious *challah* all week. “Even friends and family who do not have celiac look forward to having this *challah* at my house,” said Abby.

Gluten-free *challah* generally does not constitute the requirements necessary to wash *netilat yadayim* and recite *birkat hamazon*; Gottesman’s website, blendsbyorly.com, shares a recipe which, by adding oats to her *challah* mix, constitutes the required amount to wash and *bentch*, important parts of every *shabbos* meal.

Blendsbyorly.com is replete with recipes and video tutorials, making it easy for the layman-baker to create these delicious recipes. With the four mixes, under the *hashgacha* of the OU and Rabbi Weissmandel, “you can make deli rolls, cinnamon buns, pretzels, cheese Danishes or hamburger buns. These mixes allow you to have the same freshness as if you made it from scratch, but are so simple, and less intimidating.”

With Blends by Orly, there’s what to envy, and even look forward to, about a gluten-free diet.

Blends by Orly is sold in all major kosher stores in the New York/New Jersey area, now including Shop Rite chain stores.



Orly the Gottesman with some of her delectable gluten-free creations made with Blends by Orly gluten free flours.



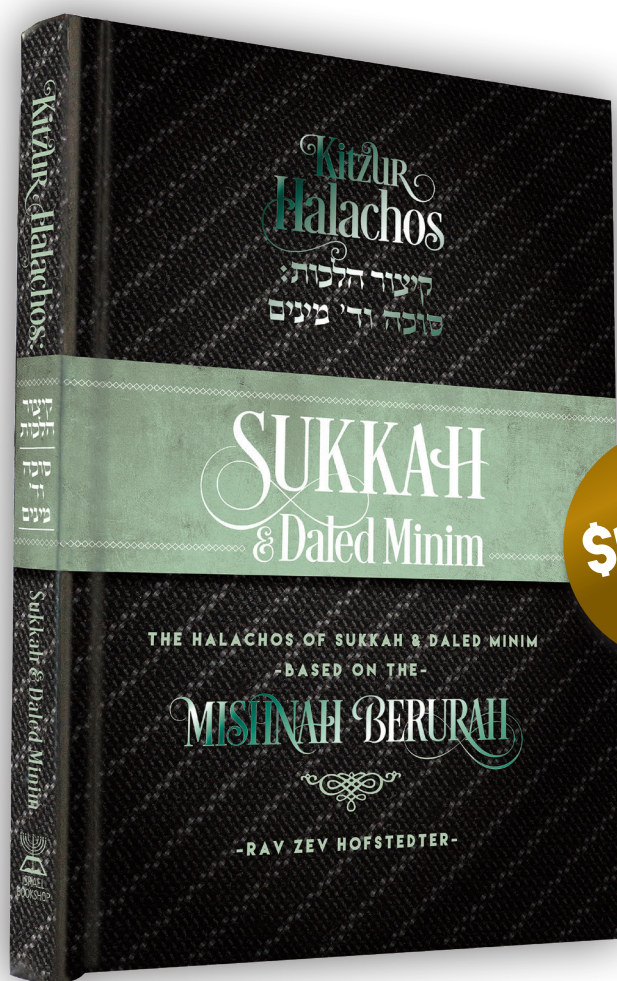
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