

Cup4Cup

Media Kit 2014



Visit www.cup4cup.com for recipes, tips and videos.



Cup4Cup: A New Standard of Excellence

With a passion for innovation and collaboration, Chef Thomas Keller, known best as owner and executive chef of The French Laundry, Per Se, Ad Hoc, Bouchon, and Bouchon Bakery, co-founded the [Cup4Cup](#) brand with his Research & Development Chef, Lena Kwak, in 2011. Collaborating with Lena, a young female entrepreneur intent on bringing a premium quality gluten-free product to the masses marked Thomas' first venture into product development with an employee.

With Lena at the helm, the brand continues its unwavering commitment to set the bar high, delivering exceptionally on taste, texture and performance. Cup4Cup provides all the necessary tools – high quality mixes, sweet and savory recipes, and presentational images – to help consumers create nostalgic, memorable food experiences at home.

Leading a small business with ties conveniently close to the restaurant world, Lena is able to witness trends first-hand and quickly develop products for at-home consumer use. Based near the famed French Laundry in Yountville, CA, there are currently four products in the original Cup4Cup line, including a multi-purpose Gluten-free Flour, Pancake & Waffle Mix, Pizza Crust Mix, Gluten & Dairy-free Brownie Mix. In May 2014, the brand launched the Wholesome Cup4Cup Flour, a nutrient-dense non-GMO flour that has natural sources of fiber, whole grains, omega-3s and antioxidants. Two new products will be added to the Wholesome collection in September 2014: the Wholesome Yellow Cake Mix and the Wholesome Cornbread Mix (a smaller pouch, Wholesome Corn Muffin Mix will also be available).

Milled to Perfection

Due to a growing demand in the marketplace and increasingly at his restaurants, Chef Keller assigned his then R&D chef, Lena, the project of recreating gluten-free versions of various French Laundry menu items. From Salmon Cornets to the bread basket, Lena's work in the test kitchen resulted in rave reviews. One guest was brought to tears after trying the new gluten free brioche after seven bread-free years. This type of powerful reaction was the driving force behind Chef Keller and Lena's decision to share Cup4Cup with the masses.

Creating an Industry Standard

Committed to the highest standard of excellence, Lena was determined to create not just the best *gluten free* flour, but the best multi-purpose flour, in general. With professionally developed palettes, their taste-testers, The French Laundry's chefs, set the benchmark high. The name "Cup4Cup," inspired by a common cooking measurement, reflects the final product's ability to replace all-purpose wheat flour in most recipes, literally "cup for cup."

Gluten-Free Greatness

After over a year of trial and error, Lena created a final product that is as versatile as wheat-based flour and possesses its three key attributes.

- **Taste:** Many gluten-free flours use ingredients derived from beans and starches, which impart undesirable aromas or flavors. All of Cup4Cup's ingredients have neutral aromas and flavors that will not interfere with the flavor of the finished product.
- **Texture:** The Cup4Cup blend provides superior texture that is smooth, and non-gritty.
- **Performance:** Cup4Cup was formulated to perform identical to wheat flour in baking and cooking. In some cases, it even performs better.

Health Matters

As the brand transitions to its next phase with the Wholesome collection, it targets the health conscious consumer. The first product, an all-natural, dairy-free flour, yields a hearty, nutty flavor, similar to 100% whole wheat flour. Wholesome Cup4Cup Flour can be evenly swapped in any recipe that calls for whole wheat flour and delivers the same fiber content due to the ground flax seeds and rice bran.

Similar to the Wholesome Cup4Cup Flour, as of fall 2014, all Cup4Cup products will be non-GMO.

Since 2010, Cup4Cup has been in use at all Thomas Keller Restaurant Group kitchens including The French Laundry, Per Se, Bouchon Bistro and Ad Hoc to accommodate gluten-free requests from its guests and is available to purchase nationally at a variety of retailers. Prices range from \$5.95 to \$19.95.



FACES BEHIND THE FLOUR

LENA KWAK// *President & Co-Founder, Cup4Cup*



A graduate of Rhode Island's Johnson & Wales Culinary Institute, **Cup 4 Cup President and Co-Founder, Lena Kwak**, began her culinary career as a private chef and caterer. To explore a growing interest in nutritional science, she pursued an internship with Thomas Keller at The French Laundry.

As a Research & Development Chef, Kwak was tasked with testing edible innovations. She excelled quickly and was assigned to devise a gluten-free version of Keller's famed Salmon Cornet. Her next task was to develop gluten-free brioche. The result, which garnered a tearful response from a dinner guest with gluten intolerance, was the genesis of "Cup4Cup." Under the mentorship of Chef Keller, Lena refined the proprietary blend of flour and set about making it available to a larger audience.

Since **Cup4Cup's** release in 2011, Lena has been honored as one of Forbes' "30 Under 30" in 2011, garnered a Zagat "30 Under 30" award in 2012, and was named a Martha Stewart "American Made" Award Honoree in 2012 for her work developing the brand. Kwak continues to develop new products and seeks to expand the Cup4Cup brand with several new items in 2014.

THOMAS KELLER//*Co-Founder, Cup4Cup*



Known best as Chef and Owner of The French Laundry, Per Se, Ad Hoc, Bouchon, and Bouchon Bakery, **Cup4Cup Co-Founder Thomas Keller** is celebrated for his culinary skills and his exceptional demand for high quality. Continuing his legacy of setting industry standards, Keller partnered with Chef Lena Kwak to share the innovation of their multi-purpose gluten-free flour, Cup4Cup, with home cooks nationwide.

As the company grows, he continues to mentor Kwak in the evolution of the brand and together they strive to set industry standards in exceptional quality and taste while developing products to meet the growing needs of the market.

A multi-faceted expert in the industry, Chef Keller successfully assembled an expert staff that shares his vision and philosophy on collaboration, thus enabling him to concentrate on his many varied interests, from authoring award-winning cookbooks and designing dinnerware to film consulting. Keller is the only American-born chef to hold multiple three star ratings by the *Michelin Guide*, having received a total of seven stars in the 2012 editions.



NEW Wholesome Collection



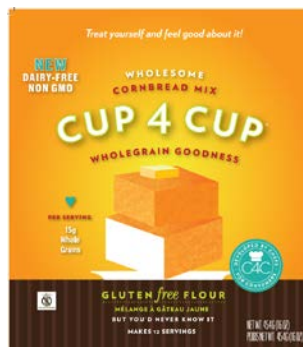
Wholesome Cup4Cup Flour

- **FAST FACTS:** Gluten free, dairy free, corn free, non-GMO, vegan, good source of fiber, whole grains, omega-3 fatty acids, and antioxidants.
- Performing similarly to 100% whole wheat flour, the blend yields a hearty, nutty flavor profile.
- **INGREDIENTS:** Brown Rice Flour, White Rice Flour, Ground Golden Flaxseed, Rice Bran, Xanthan Gum.
- **RETAIL PRICE:** \$19.95/2 lb.



Wholesome Cup4Cup Yellow Cake Mix

- **FAST FACTS:** Gluten free, dairy free, non-GMO, 2g fiber per serving, made with flaxseeds & rice bran.
- Add 4 large eggs, 1 cup milk (or dairy alternative) and $\frac{3}{4}$ cup oil. Each bag makes two 8-inch layers or 24 cupcakes
- **INGREDIENTS:** Wholesome Cup4Cup Flour, Sugar, Baking Powder (Sodium Acid Pyrophosphate, Sodium Bicarbonate, Cornstarch, Monocalcium Phosphate), Natural Vanilla Flavor, Baking Soda, Salt, Ground Annatto.
- **RETAIL PRICE:** \$8.99/21.2 oz. bag. Available starting fall 2014.



Wholesome Cup4Cup Cornbread Mix

- **FAST FACTS:** Gluten free, dairy free, non-GMO, whole grain (51%+), good source of fiber and 15g whole grains per serving.
- Add 2 large eggs, 1 $\frac{1}{3}$ cup milk (or dairy alternative) and $\frac{2}{3}$ cup oil. Each bag makes one 8" x 8" pan or 12 muffins
- **INGREDIENTS:** Whole Grain Corn Flour, Sugar, Cornstarch, Brown Rice Flour, Baking Powder (Sodium Acid Pyrophosphate, Sodium Bicarbonate, Cornstarch, Monocalcium Phosphate), Baking Soda, Salt, Xanthan Gum.
- **RETAIL PRICE:** \$5.99/ 13 oz. bag (also available in a corn muffin mix). Available starting fall 2014.



Cup4Cup Gluten-Free Flour

- Simply use in place of all-purpose flour in a one-to-one ratio to make cookies, muffins, scones, cakes and more.
- INGREDIENTS: Cornstarch, white rice flour, brown rice flour, milk powder, tapioca flour, potato starch, xanthan gum.
- RETAIL PRICE: \$16.99/3 lb. bag



Cup4Cup Pancake & Waffle Mix

- Made with custom-blended Cup4Cup gluten-free flour. Just add milk, an egg & melted butter to prepare light, buttery waffles or fluffy pancakes.
- Each bag yields approximately 8-10 pancakes or 6-8 waffles.
- INGREDIENTS: Cornstarch, white rice flour, sugar, brown rice flour, milk powder, tapioca flour, baking powder, potato starch, salt and xanthan gum.
- RETAIL PRICE: \$5.99/8.7 oz. bag



Cup4Cup Gluten Free Pizza Crust Mix

- Custom-blended using Cup4Cup flour. Just blend with water, an egg and olive oil, and then shape into a crust.
- Each bag makes two 12" pizzas, 6–8 slices each.
- INGREDIENTS: Cornstarch, white rice flour, brown rice flour, milk powder, tapioca flour, potato starch, baking powder, xanthan gum, salt and sugar.
- RETAIL PRICE: \$8.99/ 1 lb. 2 oz. bag



Cup4Cup Gluten & Dairy Free Brownie Mix

- This gourmet treat is full of high quality ingredients. Our first **dairy free** product.
- The Multi-purpose mix makes devil's food cake, lava cakes, cookies and more.
- INGREDIENTS: Sugar, Cocoa Powder, Cornstarch, White Rice Flour, Brown Rice Flour, Tapioca Flour, Salt, Potato Starch, Xanthan Gum.
- RETAIL PRICE: \$8.99/ 14.25 ounce bag

"All the News
That's Fit to Print"

The New York Times

Late Edition

Today, windy, cooler, clouds and sun, high 58. Tonight, mostly clear, breezy, chilly, low 40. Tomorrow, mostly sunny, a steady, cool breeze high 64. Weather map, Page C8.

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\$2.50

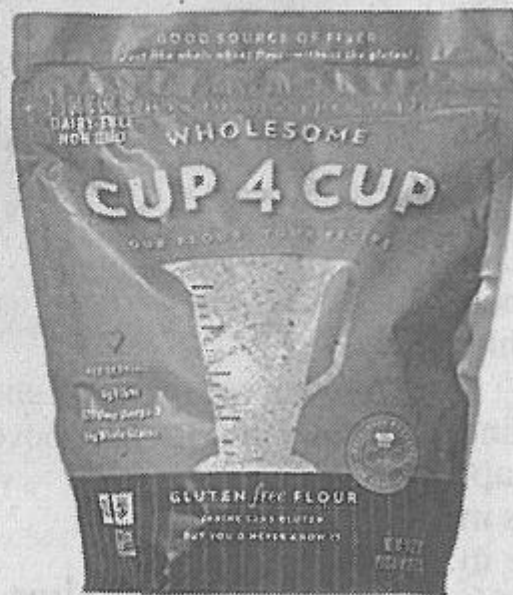
Front Burner

FLORENCE FABRICANT

TO SWAP

Keeping the Wheat Out of Whole-Grain Flour

► Lena Kwak, who worked with Thomas Keller to develop Cup4Cup, an excellent gluten-free substitute for all-purpose flour, has created a version that is whole grain but still wheat-free. The ingredients are brown and white rice flours, ground flaxseed, rice bran and xanthan gum. It is best for quick breads, cakes and pastry. With the addition of cream of tartar, egg whites and more xanthan gum, you can also use it in yeast baking, but don't expect it to mimic wheat flour. *Wholesome Cup4Cup* is \$19.95 for three pounds from williams-sonoma.com starting May 1, and later in the Williams-Sonoma stores.



TO BAKE

Pizza Delivery From the Backyard

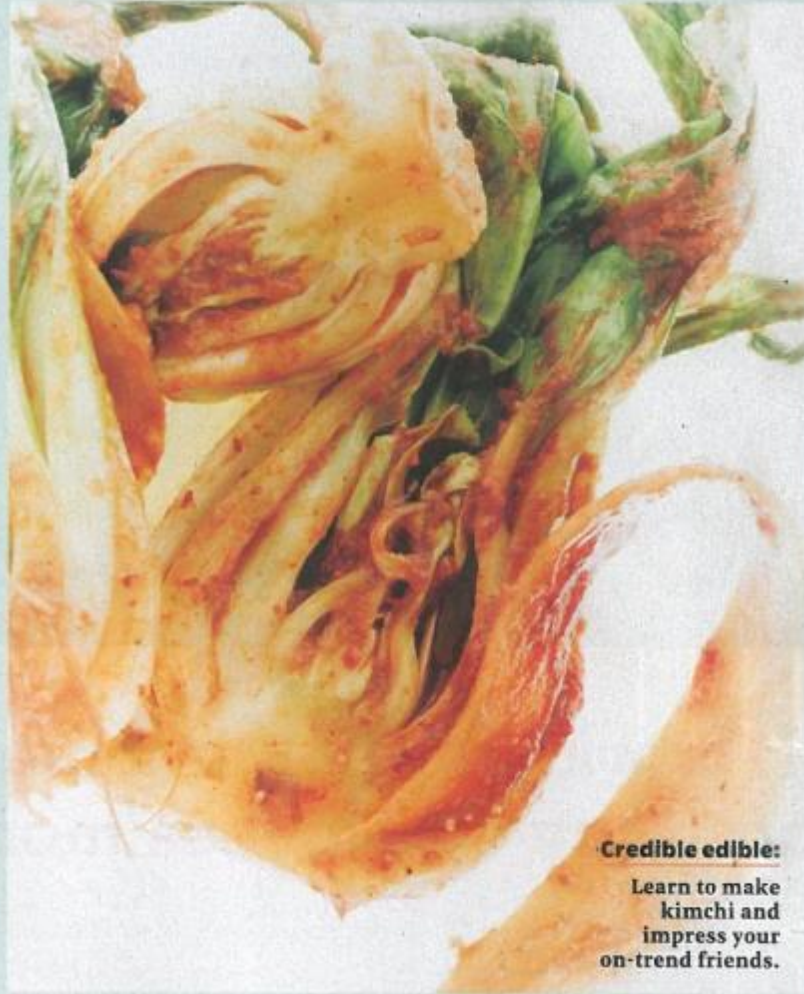
▼ A propane-fueled oven can make pizza in the backyard as routine as burgers. This one is domed and fairly compact, with stubby legs so it can sit on a sturdy table or counter. Fitted with a

FAST COMPANY

June 2014

THE RECOMMENDER

What are you loving this month?



Credible edible:

Learn to make kimchi and impress your on-trend friends.



Lena Kwak
Cofounder, Cup4Cup

▲ MAANGCHI.COM

"Korean flavors have been trending high in both the restaurant and consumer-products industries. I like how approachable the formats of these recipes are. There are step-by-step photos, and even helpful tips and videos for further support."

◀ PREP PAD

"This digital kitchen scale has a built-in Bluetooth system that connects to your iPad. Using the app combo, you can track your eating habits, or scan a bar code and pull up a visual breakdown of the item placed on the scale."



MAY 2014

FamilyCircle

Good-for-you ideas from
Food Director
REGINA RAGONE, R.D.



Food Finds

**A few of our test kitchen editors'
favorite products this month**



Chefs of the famed French Laundry restaurant have developed Cup4Cup, a premium line of gluten-free flours that bake up like the real thing. Includes all-purpose blend, Pancake & Waffle, Pizza Crust and Dairy Free Brownie.
Gourmet food stores, \$6 to \$20

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GET CRABBY

Soft-shell crabs will be in season again after the full moon this month (May 14). They're best bought live.

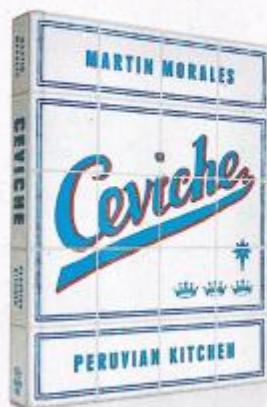


[let's get cooking!]



THIS IS GF?

Cup 4 Cup's gluten-free brownie mix bakes up tall, fudgy, and moist. \$13, williams-sonoma.com



BOOKS FOR COOKS

Peruse This

THE CUISINE OF Peru is hot, and Martin Morales' book (named for his London restaurant) shows why; his food is both satisfying and inventive. A homey chicken-spaghetti dish gets rich and creamy via mashed avocado. Quinoa cooked risotto-style was delicious, as was a potato cake topped with beet and avocado. Recipes can be a bit cheffy and lacking in clarity, but a confident cook will love the ride. —SCOTT MOWBRAY

Ten Speed Press, 256 pages, \$30



THIS IS GF?

Cup 4 Cup's gluten-free brownie mix bakes up tall, fudgy, and moist. \$13, williams-sonoma.com

processor, higher heat, and a little gelatin will save plenty of time.

By finely chopping chicken parts for stock, you can speed up flavor extraction. With young, tender chicken carcasses or wings (like the ones in supermarkets), you can do the job in a food processor. Pretty? No. Fast? Absolutely.

And while stocks are traditionally cooked at a very low simmer (around 175° to 180°) to keep them clear, I cook mine at a rolling simmer. Combining that with the finely chopped bones, I get flavorful broth in half the time it usually takes. My soup may be a bit cloudy, but my wife has yet to complain.

To make 2 quarts of stock, I start with 2 pounds of chicken backs or wing tips, roughly chop them with a cleaver, and then pulse them into a rough paste in the food



2



3

1. Simmer finely chopped chicken parts, veggies, and aromatics.
2. Strain stock after cooking for an hour at a rolling simmer.
3. Stir gelatin into the strained broth.

processor. I cover this with cold water, along with an onion, a carrot, and a stalk of celery (all roughly chopped); a bay leaf; a sprig of thyme; and some black peppercorns. I bring it all to a boil, reduce to a rolling simmer, cover with the lid slightly ajar, and let 'er roll, topping up with water as necessary, for about an hour. Finally, I'll strain it and then add three packets of gelatin bloomed in just a little cool water, reheating the stock to a boil after incorporating the gelatin. This step gives the stock the full body and mouthfeel of slow-simmered broth.

You end up with a stock that has deep flavor and rich texture and tastes like it's been simmered for hours. Just hide the empty gelatin packets and nobody will know our little secret.

Kenji Lopez-Alt is the chief creative officer of Serious Eats (serious-eats.com), where he writes The Food Lab, unraveling the science of home cooking.

Go | 125 Tasty Recipes:
Paleo, South Beach Diet and More!

Gluten Free

March/April 2014

Everyday

Essentials

From the pantry to the fridge, here are our favorite gluten-free must-haves.

 **Wish List**



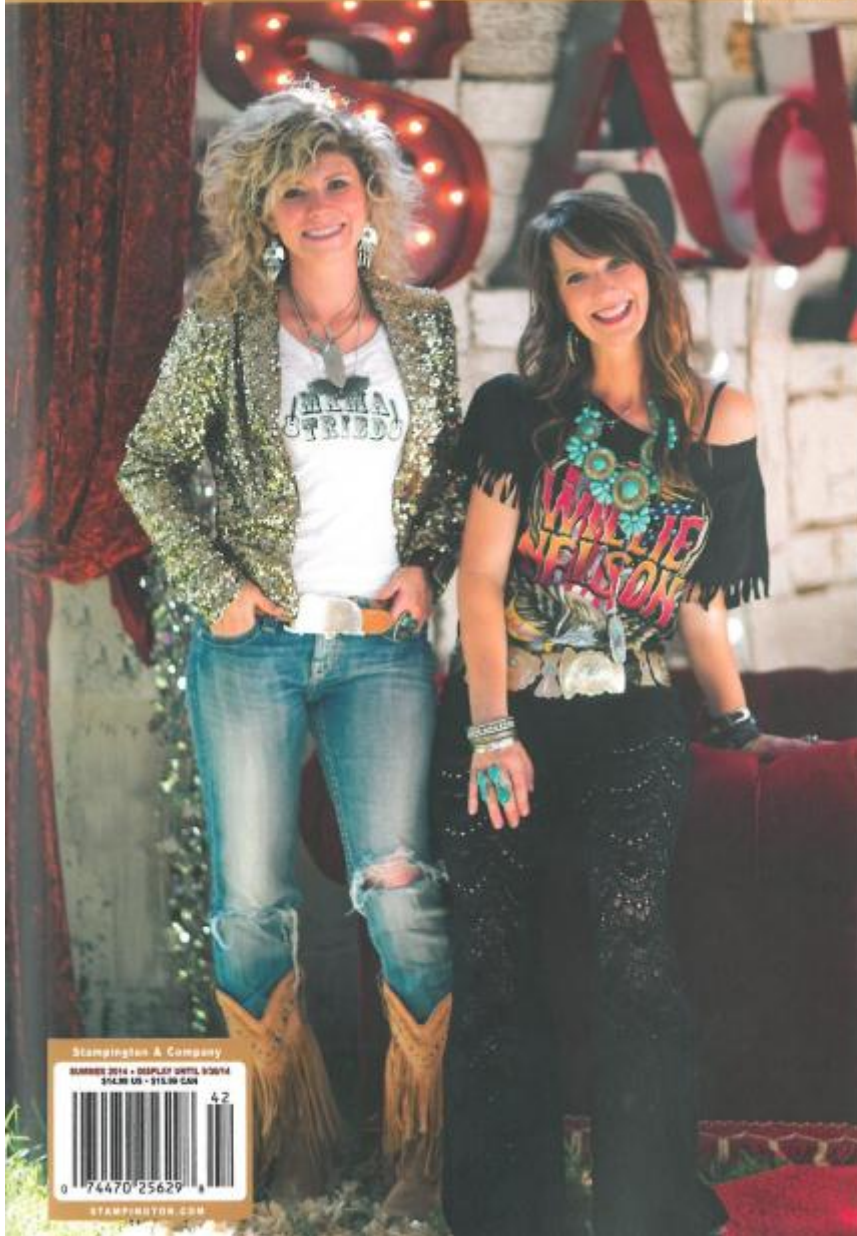
Pizza Crust Mix

Made from Chef Thomas Keller's Cup4Cup flour, this gluten-free Pizza Crust Mix is so easy to use—just add water, olive oil and an egg, and you're on the way to having a pizza night at home! \$8.95 for a 1 lb. 2 ounce bag; cup4cup.com.

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WHERE WOMEN **CREATE** BUSINESS

A PASSION FOR SUCCESS



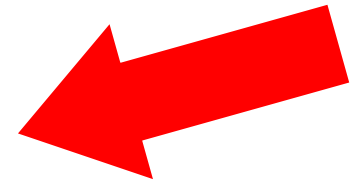
TREASURE
HUNTING
WITH THE WOMEN
OF JUNK GYPSY

KELLY WILKINSON OF
CREATIVEBUG
ON BUILDING AN
ONLINE COMMUNITY

GLUTEN-FREE BAKING
WITH CUP4CUP
CO-FOUNDED BY
CHEF LENA KWAK

JENNIE NIGROSH
INVENTOR OF THE
GREEN GARMENTO

TRACEY CLARK
OF SHUTTER SISTERS
PHOTOGRAPHY



LENA KWAK



Photo by Sara Davis

Cup4Cup is a revolutionary concept in gluten-free baking products. "Great Taste, Texture, and Performance" is not only Lena's mission statement, but it is also the key to Cup4Cup's huge success and enormous popularity. Cutting-edge innovator Lena Kwak graduated from Johnson & Wales Culinary Institute's nutritional science program in 2008. She co-founded Cup4Cup with mentor Chef Thomas Keller, owner of the famous restaurant, The French Laundry, where she interned in 2010. In 2012 she was honored as one of Forbes "30 Under 30," as a Zagat "30 Under 30" honoree, and she is also a Martha Stewart American Made Award recipient.

I was born in Hong Kong but I am actually Korean. I grew up in the New York area and now live in Napa, California. My mother, a stern but loving woman, was one of the biggest influences in my life. She poured that love into the meals she prepared for our family. When we sat down at the table to eat, she would intently watch as we took the first bite — it was a moment she looked forward to. It was then that I realized food could be a vehicle to express yourself emotionally. As a result I have always had a very close attachment to cooking and food. All of my best memories are tied to those family gatherings and food in that respect. →



Photo by Kali Stamp

FAVORITE QUOTE

"What would you do if you knew you could not fail?"

— Unknown



CUP4CUP
GLUTEN-FREE
BY THE CUP

new!

Have your pizza and eat it, too.

INTRODUCING CUP4CUP, the only gluten-free pizza dough.

With our new gluten-free pizza dough, you can enjoy your favorite pizza toppings without the gluten. Cup4Cup is the only gluten-free pizza dough that is made with real flour, so it tastes like real pizza. Cup4Cup is the only gluten-free pizza dough that is made with real flour, so it tastes like real pizza.

Shop our products on Amazon.com, Walmart.com, Target.com, and more.

Follow us on social media: Twitter, Facebook, Instagram, YouTube, Pinterest.

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Photo by Sara Davis



Prior to Cup4Cup, I worked as a food stylist on GVC. I also had my own catering company as a personal chef. I started Cup4Cup while I was an intern in the research department of The French Laundry restaurant, working under my mentor and now co-founder of Cup4Cup, Chef Thomas Keller. I was developing products for the menu for people with dietary restrictions, which is where the idea originated. There were a lot of gluten-free items on the market, but they didn't taste good. People with dietary restrictions feel they must sacrifice taste, texture, and even the overall appearance of their food. →

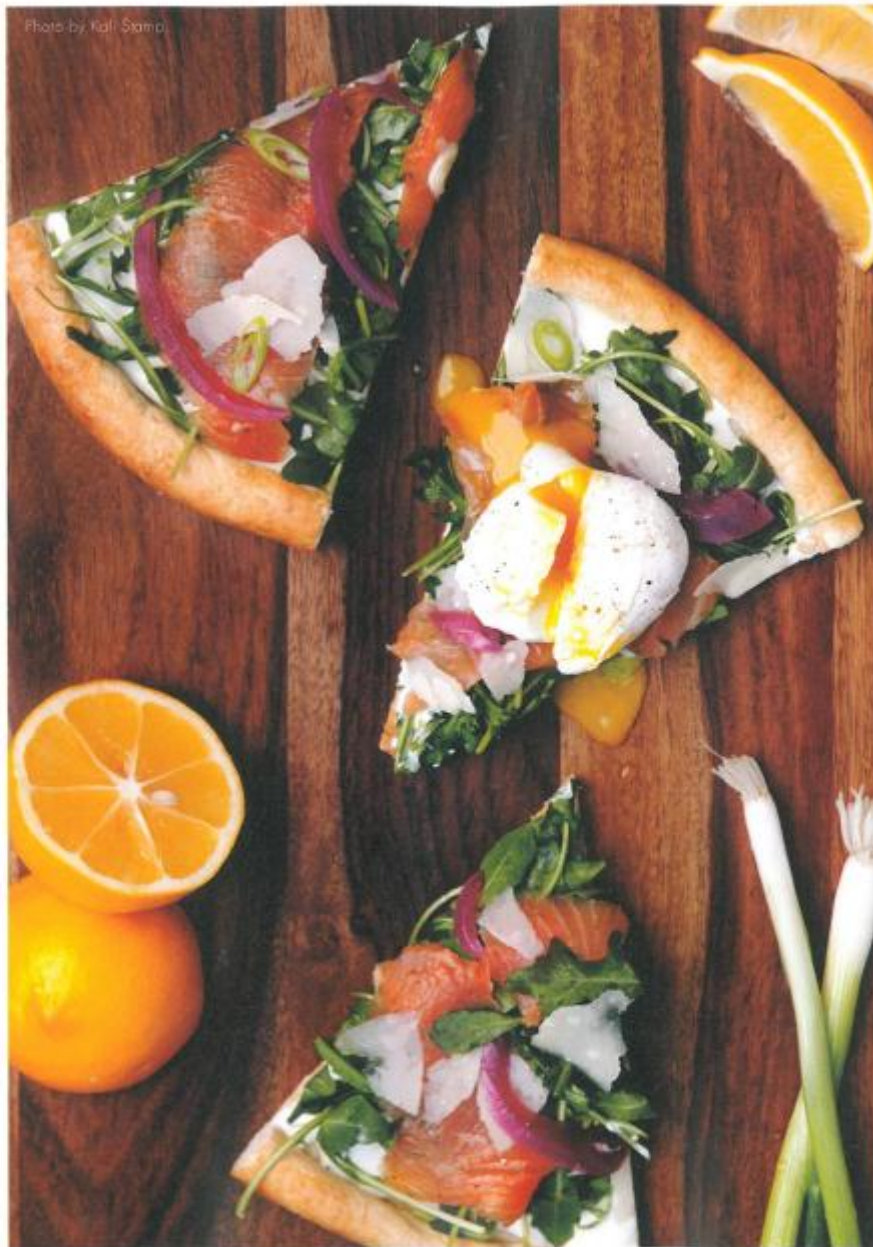


Photo by Kati Stamp

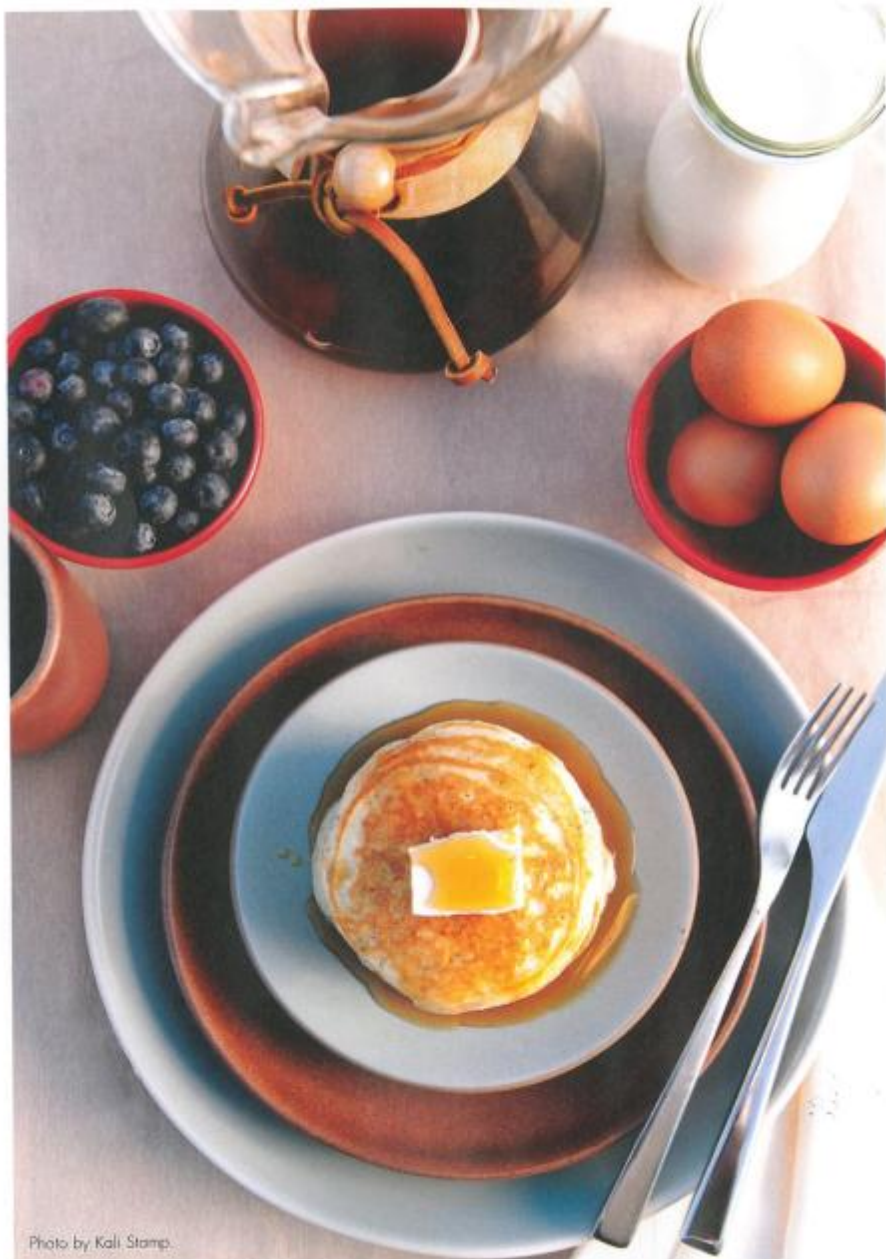


Photo by Kali Stamp.



Photo by Sara Davis.

I began with my mission statement to serve as a guiding light. My goal was to create a gluten-free flour blend that performed just as good, if not better, than wheat flour, and was of the highest quality. Cost-efficiency is priority for many large companies, but for me it is the quality of the overall experience.

I was fresh out of culinary school when I served my internship at The French Laundry. There were a lot of times I wasn't quite sure how to accomplish what I set out to do. In business there's no path laid out in front of you. And while that can be exciting, it can also be your biggest challenge. You have to find your way on your own and it can be daunting looking out into the abyss. I was fortunate to have the full support of my mentor Chef Thomas Keller. He believed in me, he was always there with a helping hand, and he pushed me forward.

I took a lot of time to focus on every little detail of the formula, which was worth it because consumers really appreciate how versatile Cup4Cup is. Next was branding, which is key. It is the first impression people have of a product prior to trying it, so it has to be self-explanatory. Then came the website, also a key element, to get the word out so people really understood what the product was. →

A CRASH COURSE IN INNOVATION

- **Know Your Sources.** Keep organized spec sheets for each ingredient that you use. You want to be able to track your sources right down to the specific batch lot number if any issues ever arise; this is crucial.
- **Get the Design Right.** The look of your website and packaging is how a customer will come to know and identify you. Be thorough when choosing a design company to partner with. You may have to work with multiple designers on different platforms to get it right. You want your design and messaging to be consistent. Form a good relationship with your designer so they know exactly who you are and what your product stands for. Your message must be clear and concise.
- **Get a Great Attorney.** When it comes to products that must be FDA certified or regulated in any way, it is of utmost importance to work with a good attorney. I can't stress this enough. You really need a third-party professional to help you through the legalities of the process of certification, especially when it involves nutrition. It is also necessary when trademarking your brand.
- **Community Support.** It may sound simple, but you really want and need the support of your community. You also want to be supportive of other start-up companies, being cordial and helpful in any way you can. It's a very basic business concept but it can make all the difference in the world.
- **See it, Believe it, Be It.** Visualizing your goals will help you achieve them. One particularly rough day when I was working at The French Laundry, a special guest was dining who came to celebrate her Forbes "30 Under 30" Award. I remember saying to myself, "That's my goal," and then a year later I had been nominated! Once you visualize a goal, you can make it happen if you work hard enough.
- **Core Values.** Pursue something that is more than just a passion. Figure out what it is that will fulfill you on an intimate level. Find something that resonates with your personal core values.
- **Be Determined.** Having a dream is hard and living it is even harder. I am determined, a bit stubborn, and a risk taker. It never hurts to ask, and the worst that anyone can say to you is "no."
- **Stick to It.** Innovation is the application of better solutions that meet new requirements. If you have a goal with good intent, you should stick to it. There are going to be hard times ahead of you, that is the nature of innovation, but always push forward.
- **Strive to Improve.** I firmly believe that nothing is ever perfect, so there are always ways to improve upon a product. Continually strive to improve.
- **Be Healthy.** Your health is paramount above all else. I can't stress that enough. If you are not functioning properly, it will affect your business. It is easier to deal with stress when you are healthy!



Photo by Sara Davis.



I've learned so much over the years. My background is culinary and I don't have a degree in marketing, but by learning in the midst of it all I was forced to assimilate quicker, to sink or swim. I feel it's important to pursue a career that you not only love but that also satisfies you as well. I am so appreciative that I am able to affect peoples lives with my work — it's very gratifying. I know I am doing what I am supposed to do. Now I'd like to dabble in other products including beverages, snacks ... there's really no limit. I am very excited about what the future of gluten-free holds! ■

Where Women Create BUSINESS would like to thank Lena Kwak for her involvement in our summer issue. To learn more, visit cup4cup.com, or follow Lena on Twitter (@Cup4Cup), Facebook (@Cup4Cup), and Instagram (@cup4cup).

MARTHA STEWART Living



FLOUR POWER

Lena Kwak, above, tests her gluten-free flour, judging it for consistency and taste.

FOOD

Lena Kwak
CUP4CUP
Burlington, California

Lena Kwak vividly remembers the day when, as a new chef at the French Laundry, she went to pick up an idea for a gluten-free food line to her boss. She arrived to talk with Michelin-starred chef Thomas Keller armed with boxes of cereal with dietary restrictions who had thanked her, and even cried, when Kwak made gluten-free bread for them. For many

these loved guests were the first they had eaten in years. "I was caught off guard when he said, 'How can we do this and what do you need from me?' Just like that," she recalls. For Kwak, food has so much to do with our personal history. "To be able to bring back good memories for a person resonated with me." (I resonated with Keller, too. With his support, Kwak, who studied nutritional science at Johnson & Wales, developed a gluten-free flour called Cup4Cup, which can be swapped for regular flour and tastes remarkably like the real thing. "My

late father works French Laundry chefs," she says. "So the benchmark was very high.") Kwak left the restaurant to have time for her flour, which is manufactured in the Bay Area and sold at Williams-Sonoma and other outlets. With cake, cookie, waffle, pancake, pizza dough, and muffin mixes on the horizon, "there are lots of days where I'm like, 'What am I doing?'" she says. "UNTIL I got an e-mail from a mother who was able to make her grandmother's banana bread for her daughter for the first time." cup4cup.com

988 | MARTHAStEWART.COM

Illustration by Peter + Mark

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NOVEMBER 2012
marthastewart.com

Simple, Pure, Delicious Gluten-Free Flour

June 17, 2014 | By [Rebecca Longshore](#)

<http://youvegottotastethis.myrecipes.com/2014/06/17/simple-pure-delicious-gluten-free-flour/#comments>

The gluten-free life just got a whole lot easier. Wholesome, pure, and healthy, [Cup4Cup](#) gluten-free flour gets it right. Created as a perfect substitute for flour, it offers those with a gluten sensitivity and celiac disease the easiest, delicious, and nutritious solution on the market.



After being diagnosed with a gluten intolerance a little over two years ago, I've shopped around the prepackaged products and found few that I actually enjoy. It seems to be that the healthier, the denser, drier and chalkier the texture is. On the flip side, the moist and delicious foods tend to be loaded with calories and sugar. To say the least, I often shy away from store-bought foods that have substitutes in them, and generally eat foods that are inherently free of gluten. Though I gave my hand at making my own gluten-free flour, it never turned out quite right. I had pretty much ruled out the foods I had once loved until I stumbled upon Cup4Cup in [Williams-Sonoma](#) last year. I was amazed when the employees told me that the name of the brand rang loud and true— that I could actually substitute a regular cup of flour for exactly a cup of Cup4Cup's Gluten-Free Flour. I was even more amazed when I tasted the results. My baked goods not only held together, but were also light, fluffy, and moist.

This past Thursday, [Cooking Light](#) got a visit from President & Co-Founder of Cup4Cup and [French Laundry](#) chef, Lena Kwak. Not only did we get to sample an excellent spread of gluten-free treats and goodies, we also participated in a demonstration, where Chef Kwak showed us how to make savory waffles and Spiced Pear Quick Bread. With a superior texture and incredible taste, this Spiced Pear Quick Bread features the new Whole Some Cup4Cup Flour, flour that provides fiber, whole grains, omega 3-fatty acids, and antioxidants all in one. I am so excited to share this recipe with you. You can enjoy this bread warm and fresh out of the oven, or in a dessert form: chill, cut into small pieces, dip in melted dark chocolate and sprinkle with your favorite toppings. *(Pictured below)*

Spiced Pear Quick Bread

Chef Lena Kwak preparing Chocolate-Dipped Spiced Pear Quick Bread in the Cooking Light Test Kitchen

Ingredients:

- 1 ¼ cup Whole Some Cup4Cup Flour
- 1 cup brown sugar
- 1 tablespoon spice blend (*see below)
- 1 tablespoon baking powder
- 1 teaspoon baking soda
- 1 teaspoon salt
- 4 large eggs
- ½ cup canola or coconut oil
- 1 teaspoon of vanilla extract
- 2 teaspoons fresh grated ginger
- 1 cup grated pear (about 1 ½ each)

Method of Preparation:

1. Preheat oven to 350 degrees F.
2. Blend all dry ingredients together.
3. In a separate bowl whisk together eggs, oil, vanilla, grated pear and fresh ginger.
4. Mix together wet and dry ingredients until just incorporated.
5. Place into greased 9"x5" loaf pan and bake for 45-55 minutes.



redbook

This Breakfast Pizza Is the Only Pizza You Need This Summer

June 24, 2014 at 4:57 PM by [Ava Feuer](#) |

<http://www.redbookmag.com/recipes-home/blogs/cooking/breakfast-pizza>



There are tons of delicious, naturally gluten-free foods out there, but the attempt to make traditionally gluten-laden foods fit the diet—we're looking at you, pastries—doesn't always work.

That's why we were more than excited to stumble upon [Cup4Cup](#), a gluten-free flour created by Lena Kwak, protégé of French Laundry, and Per Se chef and owner Thomas Keller. It's now in the kitchens of some of the best restaurants in America, not to mention this impressive breakfast pizza that we'd like to eat right about now.

For crust

1 bag Cup4Cup pizza crust mix
1 cup warm water
1 egg
Olive oil
Salt

For topping

6 eggs
1 Tbsp white vinegar
½ cup crème fraîche
½ cup Fontina cheese, shredded
3 cups arugula, cleaned
½ cup Parmesan cheese, shaved
4 oz smoked salmon, thinly sliced
¼ cup pickled red onion, julienned
½ cup scallions, thinly sliced
Salt and pepper
1 lemon, sliced into wedges

Preheat oven to 500°F. Follow steps 1 through 4 on back of Cup4Cup pizza crust mix to form dough. Season with salt. Bake dough in oven, 12 to 15 minutes or until crust is golden brown and cooked through. Set aside.

Meanwhile, poach eggs. : Fill a deep 4-quart pot with 2 quarts water and white vinegar; bring to a simmer over medium heat. Crack eggs into a small bowl. Using a spoon, quickly stir water in one direction to create a whirlpool. Quickly, pour eggs into water, dropping them in as close to water as possible. Cook eggs approximately 5 minutes. Remove eggs with a slotted spoon and place on a paper-towel-lined plate.

Top crust with crème fraîche, using the back of a spoon to spread it evenly. Sprinkle Fontina cheese evenly over crust, then place crust back in the oven to just melt the cheese, about 1 to 2 minutes. Remove pizza from oven.

Top pizza with arugula. Place Parmesan cheese shavings, salmon, pickled red onion, and scallions evenly over the top. Top pizza with poached eggs. Season eggs with salt and pepper. Slice, squeeze a lemon wedge over each piece, and enjoy.



December 20, 2013

Baking Gluten-Free Cookies: *Expert Tips & Recipes from Chef Lena Kwak*



If you're avoiding gluten, the usual Christmas cookie tin is off-limits, but that doesn't mean you have to miss out on holiday cookies entirely. Lena Kwak started experimenting with gluten-free baking while working as the research and development chef at French Laundry, which led to the development of Cup4Cup, a line of gluten-free baking mixes. We turned to this gluten-free baking pro for a few tips and recipes for great holiday cookies — minus the gluten.

When adapting standard cookie recipes for gluten-free eaters, are there certain types of recipes to look for?

Just look for a good recipe from a reliable source. In the age of the Internet, there are so many recipes floating about and some of them just don't work. Be sure the recipe is well-written and know that you can count

on recipes from trustworthy culinarians such as Martha Stewart, Ina Garten and David Lebovitz.

If all else fails, read the reviews. The reviews can reveal whether or not there are issues with the recipe before you even begin baking.

What is your advice for baking gluten-free cookies?

Many of the same basic baking rules apply when baking gluten-free cookies. For the most accurate baking, I suggest baking by weight. And don't alter the ratio of wet to dry ingredients when using gluten-free ingredients in place of wheat flour.

A couple more small tips: only mix cookie dough until just combined; don't over mix. Be sure to refrigerate your cookie dough before baking. The colder the dough, the less spreading will happen in the oven, making for softer, thicker cookies. And finally, don't over-bake your cookies!

What are a few of your favorite gluten-free cookie recipes to bake for the holidays?

- [Holiday Sugar Cookies](#): These are a holiday classic. Easy, fun to decorate and great to share with your family and friends.
- [Everything But the...Slice-and-Bake Cookies](#): One of my all-time favorites! It's a versatile brown sugar cookie dough base with macadamia nuts, white chocolate, cherries, and pistachios to make a more festive cookie. You can use any mix-ins that you have on hand. Plus, the slice-and-bake aspect makes them so easy to bake.
- [Chocolate Crinkle Cookies](#): A great holiday cookie recipe. This recipe utilizes gluten-free chocolate brownie mix as the base. Literally, all you have to add is baking powder, eggs and butter, then roll balls of the dough in powdered sugar and bake.

Thank you, Chef Lena!