

A message for our gluten-free bread customers

We have some news about our line of gluten-free bread.

Over the last few years, we have offered our customers the only brand of fresh, non-frozen, gluten-free bread distributed throughout Quebec. Today, despite our efforts, we must unfortunately end production of this line.

As of September 1st, 2018, St-Méthode Bakery will no longer deliver gluten-free bread to grocery stores in Quebec.

Every day, our bakers face the challenge of offering a competitively priced bread that meets the highest quality standards. In order to do so, we also require our suppliers to provide us with products of impeccable quality. In 2016, variations in the quality of the raw ingredients used in gluten-free bread required us to change supplier and turn to a new partner. This situation caused manufacturing costs to soar.

After more than a year of effort, despite our many attempts, we have come to the conclusion that the market of existing suppliers, both local and international, does not allow us to offer a product that respects the specific characteristics of this line at a price that would remain affordable to consumers.

We know that many consumers, including several who are gluten intolerant or sensitive, have adopted our products. In order to help them transition to other solutions, we have informed all partners and grocery stores so that they may suggest other options from among products available on the market. Because our customers' health is our *raison d'être*, we felt it was important to inform you of our decision as well.

While we are stopping production of gluten-free bread, St-Méthode Bakery will continue to "make healthy delicious" and to support the [Fondation québécoise de la maladie cœliaque](#), as we have since we first created this line of bread.

Thank you for your understanding and, above all, for your confidence.

Benoit Faucher, President
St-Méthode Bakery