



Pamela Giusto-Sorrells believes that food is an avenue to happiness. As the Founder and President of *Pamela's Products* ([www.pamelasproducts.com](http://www.pamelasproducts.com)), one of the first *dedicated* gluten-free companies, Pamela has made it her mission to create decadent desserts and savory foods that *everyone* can enjoy.

A third generation natural products professional, Pamela founded her company in 1988 with a focus on fresh and wholesome ingredients, combined to meet gluten-free dietary needs and formulated to taste as good as or better than the wheat alternatives. To this day, Pamela personally develops each of the products that bears her name, and is constantly creating new recipes, often based on customers' inquiries and needs.

To the delight of customers seeking wheat-free cookies the whole family would actually crave, Pamela's Products originally offered Peanut Butter, Old-Fashioned Oatmeal Raisin Walnut, and Ginger Cookies. From the historic quarters of the Ukiah Brewing and Ice Company, set in the picturesque Ukiah Valley, Pamela's Products now proudly offers more than two dozen products ranging from biscotti to cake mixes, and now a new ready-to-eat cake line – each one crafted to tasty perfection using methods that ensure gluten-free integrity.

As the company celebrates its 21st year, Pamela Giusto-Sorrells is still at the heart of the business that continues to lead the way in bringing home-baked goodness, convenient indulgence, and an ever-expanding array of delicious gluten-free choices to market.