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ABOUT PAMELA'S PRODUCTS

President and Founder Pamela Giusto-Sorrells believes food is an avenue to happiness.

Since her earliest memories of the family business, she always understood that food had to be healthy. Her grandparents opened one of the first health food stores in San Francisco around 1941. Located in the 1600 block of Polk Street, the Golden Crescent's windows promised "wonder foods," "lima and soya bakery products," and "eggs from range-grown hens."

Decades later, after the family business had grown into a wholesale bakery, Pamela herself wrapped cookies made with safflower oil and without preservatives: sticky macarons, molasses bars, and groundbreaking gluten-free confections of rice flour and soy. There, amidst the stark-yellow glow of the whining Depression-era equipment, Pamela was seasoned in the values on which she would later build her own business: that ingredients must be fresh and wholesome, that customers must be able to know without a doubt that the product meets their dietary needs – however unique – and that recipes must be so delicious, everyone could enjoy them.

The machines of Giusto's Specialty Foods are long silent, but Pamela never forgot those important childhood lessons, and in 1988 she founded a company that embodies them. To the delight of customers seeking wheat-free cookies the whole family would crave, Pamela's Products originally offered Peanut Butter, Old-Fashioned Oatmeal Raisin, 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 – 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, overseeing every aspect of operations and exploring every innovation, so that Pamela's Products continues to lead the way in bringing home-baked goodness, convenient indulgence, and an ever expanding array of delicious gluten-free choices to market.