

For more information, please contact:

Brenda Thompson, 512-461-5644

brenda@brendathompson.com

August 13, 2013

**ThunderCloud Subs goes gluten-free**

***Gluten-free bread now available in all ThunderCloud locations***

AUSTIN—ThunderCloud Subs now offers gluten-free bread in all 29 of its locations, baked fresh daily by Austin’s New World Bakery.

A recent survey found that nearly 30 percent of American adults are trying to cut back on or eliminate gluten from their diet. ThunderCloud Subs began offering gluten-free bread in 10 of its stores last year, and after experimenting with several recipes to achieve ideal taste and texture, now has a gluten-free bread that meets its exacting standards.

“We have seen demand for gluten-free items rise considerably, and we want to accommodate our customers who are strictly gluten-free as well as those who are trying to cut down,” says Patty Sughrue, ThunderCloud Subs co-owner and chief operating officer. “New World Bakery makes all of our bread, and they worked with us to develop the perfect recipe for our subs. We are very happy that we can offer this high-quality product to our customers.”

ThunderCloud’s new gluten-free bread is baked fresh daily by Austin’s New World Bakery. The ingredients are garbanzo bean flour, potato starch, tapioca flour, white sorghum flour, fava bean flour, water, soybean oil, sugar, milk powder, vinegar cider, salt, xanthan gum, yeast, and cornstarch.

The gluten-free bread adds $1.70 to the price of any ThunderCloud sandwich, but for the sub shop’s ecstatic customers, that’s a small price to pay.

###

**About ThunderCloud Subs**

Since 1975,ThunderCloud Subs has been Austin’s original neighborhood sub shop, with a rich tradition of serving fresh, fast, and healthy food in a comfortable atmosphere. ThunderCloud operates 29 locations in Central Texas. For more information, visit [www.thundercloud.com](http://www.thundercloud.com) or call 512-479-8805.