

Cup 4 Cup FAQs

What is the Shelf Life of Cup4Cup Products?

Cup4Cup flours and mixes have a one year shelf life. Please refer to the “best by date” on each package.

What is the best way to store Cup4Cup Flours and Mixes?

You should store Cup4Cup flour and mixes just like you would store traditional flour. For best results, we recommend storage in an airtight container in a cool, dry, dark area not to exceed 80° F, such as your pantry. If stored properly, the flour will last approximately one year, though we do recommend using the flour by the ‘best by date’ printed on the bag. We do not recommend storage in a refrigerator or freezer as these are moist environments that can be detrimental to the flour’s performance.

How is Cup4Cup Wholesome Flour different from Cup4Cup Multipurpose Flour? Does it perform the same way?

Wholesome Cup4Cup is a nutrient-rich, 1:1 replacement for whole wheat flour with natural sources of fiber and whole grains from rice bran and golden flaxseeds. Wholesome Cup4Cup flour’s taste, texture and performance are similar to whole wheat flour, resulting in baked goods that are heartier and more dense. You may use it cup-for-cup for regular flour in any recipe. However, due to the high fiber content, recipes may need to be adjusted slightly by adding a bit more liquid or fat, just like you would adjust recipes made with whole wheat flour.

Can I make bread with the Cup4Cup Multipurpose Flour?

We do not recommend Cup4Cup as a gluten free flour replacement in bread recipes that require yeast, as Cup4Cup’s Multipurpose Flour lacks the structure and composition to mimic the rise and texture of yeast-based wheat breads. However, please note our new Bread Mix will be available in early Fall 2018.

Is Cup4Cup produced in a dedicated gluten free facility?

Yes, our products meet the strict standards to be certified gluten free by the Gluten free Certification Organization (GFCO).

Do your products contain tree nuts, peanuts and/or soy?

No. Our products and facility are devoid of any contact with tree nuts, peanuts and soy.

Why do some of your products contain dairy?

Only Cup4Cup’s Multipurpose Flour and Pizza Crust Mix contain milk powder. The milk powder was specifically chosen because it contributes the superior taste, texture and performance that Cup4Cup is known for.

Which of your products contain corn?

All of our products, except the Wholesome Flour contain corn.

Are your products Kosher?

All of our products are certified Kosher (OU) by the Orthodox Union, and furthermore, the following products are also certified Kosher-Dairy (OUD) by the Orthodox Union:

- Cup4Cup Multipurpose Flour
- Cup4Cup Pizza Crust Mix

Is the cornstarch used in your products non-GMO?

Yes, the cornstarch used in our products is made from NON-GMO Project Verified corn.

How do you convert Cup4Cup to self-rising flour?

To convert 1 cup of Cup4Cup to self-rising flour, whisk together the following: 1 cup Cup4Cup Multipurpose Flour+ 1 1/2 teaspoons baking powder + 1/4 teaspoon salt.

Can I use Cup4Cup as a replacement for cake flour?

Yes, replace the cake flour called for in your recipe with an equal amount of Cup4Cup Multipurpose Flour.

Can I get Cup4Cup in bulk to use at my restaurant or bakery?

Yes! We offer all Cup4Cup Flours and Mixes in 25 pound bulk bags. Contact us at Sales@cup4cup.com, for more details.