



Sweet Freedom  
BAKING YOU HAPPY

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{sweet} things



DESTINATION:  
PHILADELPHIA, PA.  
gluten-free  
goodness

text by jolene hart photography by noelle roberts

# sweet TOOTH

At Sweet Freedom classic treats become allergy-free goodness.

Cookie sandwiches, magic bars, and warm fudgy brownies: these fresh-from-the-oven goodies are the stuff of childhood dreams. But for a growing number of kids and adults limited by food allergies, sensitivities and restricted diets, are these simple pleasures gone for good? Not since the arrival of Sweet Freedom, Philly's new gluten-free, dairy-free, allergen-friendly bakery! Sweet Freedom is fast-becoming the bakery of choice for food allergy-sufferers, vegans, health-conscious eaters with a sweet tooth, and well...just about anyone else. See, had you not known that those spiced oatmeal cookies contained fava bean flour, flax meal and maple syrup, you'd swear they were mom's. No surprise, as Sweet Freedom cofounder Allison Lubert sought the expertise of her own mother and grandmother to perfect the bakery's signature recipes. "I really get that connection between food and mood...Really wanting to create something that's healthy, but still tastes great and won't give you that sugar slump afterward," says Lubert, herself allergic to wheat and dairy. "We're hoping to cater to as many people as we can possibly reach who have restrictions or just want to be healthier." Lubert and business partner Heather Esposito are baking up cinnamon buns and peach cobbler this summer. Snap them up before the arrival of pumpkin and spice treats come fall. 1424 South St., Philadelphia, PA. [www.sweetfreedombakery.com](http://www.sweetfreedombakery.com)