



2024 MEDIA KIT

Snack
Safely
V.com

Our Mission

SnackSafely.com is a media company focused exclusively on providing straightforward, actionable information to improve the lives of the estimated 32 million Americans coping with food allergies, 5.9 million of which are children. We strive to eliminate anaphylaxis by leveraging our on-line properties to educate, advocate, and connect the allergic community with products and services that help toward achieving this goal.

Our Founders

Debra Bloom began her food allergy advocacy in 2006 when their daughter, who is allergic to peanuts and eggs, started kindergarten. At the time, the school district didn't have policies in place to protect children from anaphylaxis, a serious, life-threatening allergic reaction.



Debra created what would evolve into the Safe Snack Guide to facilitate adoption of allergy-friendly classrooms by providing a comprehensive list of safe snack suggestions to encourage compliance by busy parents. Relying on her expertise in marketing, Debra engaged the school administration to promote many of the policies that were later adopted by the district.

In 2011, Debra's husband Dave, took leave of his position as the CTO for a London-based financial services firm to dedicate his time to launching SnackSafely.com and developing the

company's publications and partnerships. Dave designed and developed the platform that would allow the company to engage directly with food manufacturers and he serves as the CEO and Blogger-in-Chief for the company.

Debra and Dave are available for media interviews, lectures, panel discussions and educational seminars.

Our Publications and Services

SnackSafely.com offers three primary publications that serve the food allergy and K-12 school communities with important information that help safeguard those with food allergies in their everyday lives:

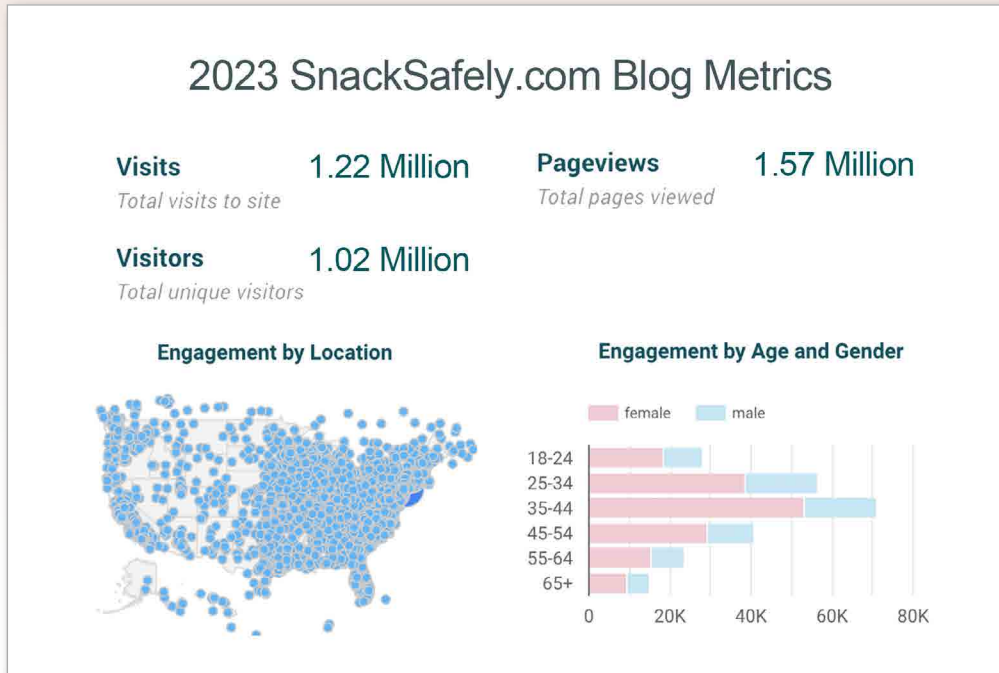
- **SnackSafely.com** is the internet's primary source of news and advocacy devoted entirely to food allergy;
- The family of **Safe Snack Guides** comprise the de facto standard food lists used by thousands of schools and tens of thousands of families nationwide to help keep common allergens out of the home and classroom;
- The **Allergence** product screening service is an interactive service providing consumers with detailed, easy to understand information regarding how 11 of the most common allergens are processed during the manufacture of thousands of food products.

To ensure reliable product information for use in our publications, we established the *SnackSafely.com Manufacturer Partnership* which boasts over 200 responsible participating manufacturing partners to date.

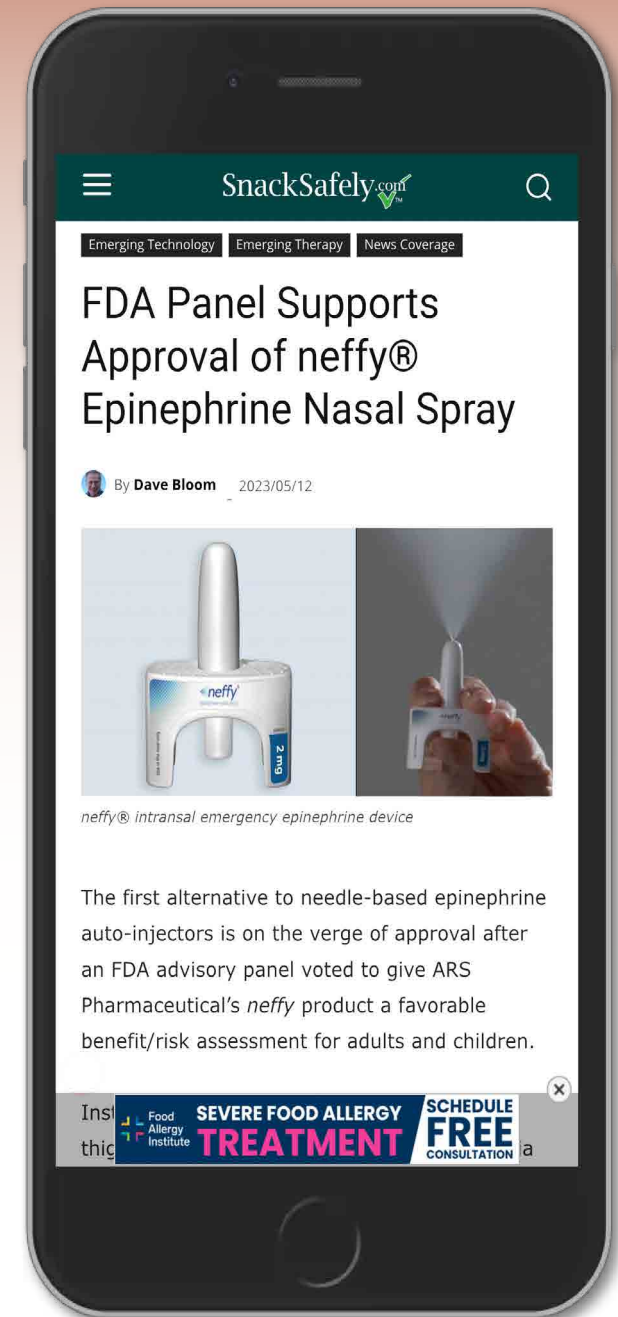
About the Blog

The SnackSafely.com blog is a comprehensive destination for news and advocacy on issues of concern to the food allergy community, drawing thousands of visitors each day. Topics covered include advocacy; progress toward treatment and a cure for food allergy and anaphylaxis; innovations in emergency epinephrine delivery; commentary and advice regarding safety, procedures and school policies; general news of interest to the community; vetted food products, et al.

Over a dozen years of content and top Google search placement ensures a constant flow of newly diagnosed readers.



We publish 1-3 articles on weekdays and cross-post each article to our social media properties and over 30 closed Facebook and LinkedIn food allergy discussion groups, drawing a large, nationwide audience with diverse needs and views.



About the Safe Snack Guide

The family of *Safe Snack Guides* is designed to provide packaged food options (not just snacks!) to individuals with food allergies and intolerances and acceptable alternatives to be used as part of an allergen exclusion policy for classrooms, youth sports leagues, camps, scouting groups, etc. Where people congregate and consume food in the presence of allergic individuals, the Guide provides options to help limit the opportunities for contact exposure.

The Guides are used by families, schools, hospitals, cafeteria planners and entertainment venues among others providing a medium for nationwide exposure.

Content

Each Guide offers an extensive catalog of foods selected from over 3,000 commonly available products. Editions include:

- Peanut & Tree Nut Free
- Milk (Dairy) Free
- Sesame Free
- Gluten Free
- Over 8,500 *Custom* Guides tailored for any combination of specific allergen restrictions by our readers.

Product Information

A symbol preceding each entry indicates the allergens that product is marketed free from or manufactured in a facility free from. Entries are followed by abbreviations indicating the product has received industry recognized *kosher*, *organic*, *non-GMO* or *gluten-free* certifications.

Organization

Each Guide is organized into more than 40 convenient food categories including:

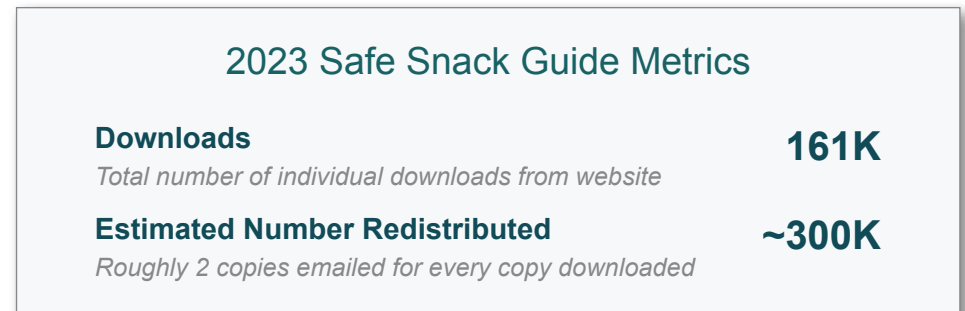
- Pretzels
- Potato Chips
- Fruit Snacks
- Cookies
- Crackers
- Prepared Foods
- Frozen Foods
- Nutraceuticals
- Chocolate
- Ice Cream
- Dips & Salsa
- Health Foods
- Peanut Butter Alternatives
- Baby & Toddler Food
- Baking Mixes & Flour
- Trail Mixes, Granola & Seeds
- Nutrition and Energy Bars
- Breakfast Cereals

Geographic Coverage

The Guide is intended for use in the United States and is comprised solely of products that are labeled for and sold in the US. Canadian, UK, and EU versions are in development. and when clicked, launch the corresponding *Allergence* page providing significantly more information.



The screenshot shows the top of a Safe Snack Guide page. It features the 'Safe Snack  Guide' logo on the left and the title 'Allergy-Friendly Foods Guide Peanut & Tree Nut Free' on the right, with a sub-note 'Content Last Updated: November 2, 2023'. Below the title is a green banner stating 'Products in this guide are free of peanuts and tree nuts' and a link to 'Click any product or flavor to see the product description, ingredient list and detailed allergen processing info!'. The main content area is titled 'PEANUT BUTTER ALTERNATIVES & SPREADS' and lists several products with their allergen status in brackets: Field Trip Chickpea Butter [K,NG], Seed+Oat Butter, Gerbs Seed Butters [K], Kween Granola Butter [K], PASCHA Make Me Smile Chocolate Spread [K,GF], Beyond the Equator 5 Seed Butter [GF,NG], The Amazing Chickpea Spread, and Finally! Chickpea Butter [K]. At the bottom, WOWBUTTER [K,NG] is listed with a green checkmark icon.



The metrics section displays two key statistics. The first is 'Downloads' with a value of '161K' and a sub-note 'Total number of individual downloads from website'. The second is 'Estimated Number Redistributed' with a value of '~300K' and a sub-note 'Roughly 2 copies emailed for every copy downloaded'.

Going Far Beyond the Label

Despite common misconceptions, precautionary allergen label warnings like “*May contain traces of peanuts*” and “*Manufactured on equipment that processes milk*” are entirely voluntary; there are no guidelines for when they should be used, how they should be worded, or where they should appear. Some manufacturers opt to include them, many major brands don’t, and still others will warn for one allergen and not another. *The absence of these warnings does not mean the product is safe, even when omitted by large, well-known manufacturers.*

By leveraging our relationships with over 200 responsible manufacturers that each provide us with detailed allergen processing information, *Allergence* fills the gap left by lax US labeling requirements.

Broad Allergen Coverage

The interactive service screens for 11 allergens including the “Top 9” (*peanuts, tree nuts, eggs, milk, wheat, soy, fish, shellfish, and sesame*) as well as *mustard and gluten*.


Allergen Profile

Allergen	Ingredient	Manufacturing Exposure	Marketed Free
Peanut:	NO	NOT PROCESSED in facility	YES
TreeNut:	NO	NOT PROCESSED in facility	YES
Egg:	YES	PROCESSED in LINE	NO
Milk:	YES	PROCESSED in LINE	NO
Wheat:	YES	PROCESSED in LINE	NO
Soy:	YES	PROCESSED in LINE	NO
Fish:	NO	NOT PROCESSED in facility	NO
Shellfish:	NO	NOT PROCESSED in facility	NO
Sesame:	NO	NOT PROCESSED in facility	NO
Mustard:	NO	NOT PROCESSED in facility	NO
Gluten:	YES	PROCESSED in LINE	NO

Certifications

Certified Kosher:	YES
Certified Organic:	NO
Certified Gluten Free:	NO
Certified Non-GMO:	NO

Suitability

 This product does NOT meet your criteria for SOME profiles

Profile	Reason
Janie:	Exceeds Egg Tolerance

Comprehensive Allergen Data

For each product, Allergence reports which allergens are *ingredients*, which are *processed in the manufacturing line or facility*, and which the manufacturer explicitly markets the product as *free from*. The service also indicates special handling to ensure no allergen cross-contact. The service also indicates whether the product bears *kosher, organic, gluten-free* and *non-GMO* certifications from industry recognized authorities.

Browsing for Products

Users can browse products by food category, manufacturer or text search. For each product, Allergence provides an allergen profile, listing of certifications, product images and descriptions, label warnings, ingredient lists, and links to the manufacturer website, store finder, and Amazon page.

Tailored for Families

When users choose to enter profiles describing the allergen restrictions for each member of their family, Allergence will indicate when specific products meet the dietary restrictions for every member, some members, or none at all.

2023 Allergence Metrics

Unique Visitors:	205K	Manufacturers:	204	Website Referrals:	132K
Registered Users:	17K	Products:	3.2K	Amazon Referrals:	53K

About the Manufacturer Partnership

Purpose of the Partnership

Due to shortcomings in the FDA's allergen labeling regulations, consumers concerned with food allergies and intolerances cannot rely on the label alone to trust that a product is safe from their allergens of concern. In response, SnackSafely.com has developed a proprietary platform that enables manufacturers to supply ingredient and allergen processing information in a straightforward, uniform, and unambiguous way.

Manufacturers gain access to the platform by joining the *SnackSafely.com Manufacturer Partnership*. In return for the full disclosure of their allergen processing practices, all qualifying products earn free listings in the *Safe Snack Guide* and *Allergence* product screening service providing opportunities to engage with the tens of millions of consumers concerned with food allergies. Membership is entirely free.

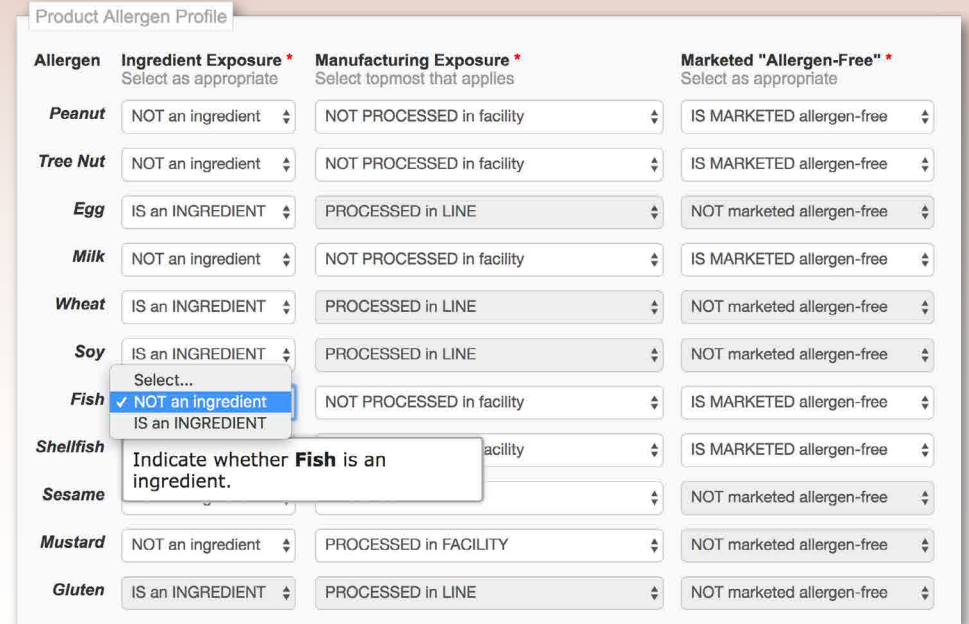
Manufacturer Qualifications

To qualify, manufacturers must:

- Have engaged in business at least 3 months;
- Sell their products in the US and label their products according to FDA/FALCPA standards;
- Offer direct internet sales to customers in the contiguous 48 states or offer their products in brick & mortar outlets in at least 4 states;
- Agree to our Terms of Service and Privacy Policies which include stringent disclosure, update and reporting requirements;
- Agree to certify their product information at least every 90 days to ensure compliance.

Simple Data Entry

A portal specifically designed for manufacturers is accessible from the internet via any standard browser. Data entry is simple, straightforward, and generally takes a few minutes per product once the required information is assembled.



Allergen	Ingredient Exposure * Select as appropriate	Manufacturing Exposure * Select topmost that applies	Marketed "Allergen-Free" * Select as appropriate
Peanut	NOT an ingredient	NOT PROCESSED in facility	IS MARKETED allergen-free
Tree Nut	NOT an ingredient	NOT PROCESSED in facility	IS MARKETED allergen-free
Egg	IS an INGREDIENT	PROCESSED in LINE	NOT marketed allergen-free
Milk	NOT an ingredient	NOT PROCESSED in facility	IS MARKETED allergen-free
Wheat	IS an INGREDIENT	PROCESSED in LINE	NOT marketed allergen-free
Soy	IS an INGREDIENT	PROCESSED in LINE	NOT marketed allergen-free
Fish	NOT an ingredient	NOT PROCESSED in facility	IS MARKETED allergen-free
Shellfish	Indicate whether Fish is an ingredient.	NOT PROCESSED in facility	IS MARKETED allergen-free
Sesame			NOT marketed allergen-free
Mustard	NOT an ingredient	PROCESSED in FACILITY	NOT marketed allergen-free
Gluten	IS an INGREDIENT	PROCESSED in LINE	NOT marketed allergen-free

Website and Product Badges

Manufacturers accepted to the Partnership earn the right to display the SnackSafely.com website badge which must be placed prominently on the manufacturer's site. The badge assures consumers that the manufacturer is a member in good standing.

Badges are also available for direct placement on product packaging.

