



2026 MEDIA KIT

Snack
Safely
V.com

Our Mission

SnackSafely.com is a premier media organization dedicated to providing clear, actionable intelligence for the estimated 32 million Americans—including nearly 6 million children—living with food allergies. Our core objective is to eliminate the risk of anaphylaxis by utilizing our digital platforms to educate the public, advocate for safer environments, and bridge the gap between the allergic community and the brands that serve them.

The Visionaries Behind the Movement

The journey of SnackSafely began in 2006, sparked by a personal necessity when Debra and Dave Bloom's daughter, who manages peanut and egg allergies, entered their local school system. Finding a critical lack of protective policies in their local district, they turned their personal challenge into a national resource.



Debra leveraged her marketing experience to research and compile the first allergy-friendly snack lists. These evolved into the *Safe Snack Guide*, and her advocacy led to the adoption of life-saving food allergy policies that remain in effect at many school districts today.

Dave transitioned from his role as a CTO for a London-based financial firm in 2011 to formalize the organization. As CEO and Blogger-in-Chief, Dave architected the proprietary platform that allows the company to partner directly with food manufacturers to ensure data transparency.

Debra and Dave remain active leaders in the community and are available for media appearances, lectures, and educational panels throughout 2026.

Industry-Leading Publications & Services

We offer a suite of essential resources that have become the gold standard for families, schools, and health organizations:

- **The SnackSafely.com Blog:** The definitive digital source for food allergy news, medical breakthroughs, and community advocacy;
- **The Safe Snack Guide:** A family of customizable, allergy-friendly food lists—not just snacks—trusted by thousands of schools and tens of thousands of families to maintain safe classrooms and homes.
- **Allergence:** A cutting-edge, interactive product screening service that provides deep-dive transparency into how 11 common allergens are processed during the manufacture of thousands of food and cosmetics products.

About the SnackSafely.com Blog

News, Advocacy, and Impact

The SnackSafely.com Blog is the premier digital destination for the food allergy community, providing essential news and advocacy that reaches thousands of readers daily.

Our platform serves as a vital ecosystem for newly diagnosed families and long-term patients alike, maintained by over 14 years of high-authority content and top-tier Google search rankings.



Comprehensive Editorial Coverage

We publish 1–3 original articles every weekday, covering the topics most critical to our audience:

- **Medical Progress:** Tracking breakthroughs in treatments and the search for a food allergy cure;
- **Emergency Innovations:** Updates on life-saving technology, such as the latest developments in epinephrine delivery.
- **Policy & Safety:** Expert commentary on school policies, safety procedures, and community advocacy;
- **Vetted Products:** Features on allergy-friendly food products that meet our rigorous standards for transparency.



Nationwide Multi-Channel Presence

Our influence extends far beyond our website. Every article is cross-posted to our social media channels and shared across more than 30 curated Facebook and LinkedIn discussion groups pertaining to food allergies and celiac disease. This strategy ensures a diverse, nationwide audience that engages with our content to stay safe and thrive in their daily lives.

Target Audience Engagement

Our readership represents the primary decision-makers for household and school purchases:

- **Geographic Reach:** Massive engagement across the entire United States.
- **Core Demographic:** Highest engagement among adults aged 25–44, with a significant female majority.
- **Focused Interest:** Audience comprised primarily of people coping with food allergies and celiac disease and their caregivers.

About the Safe Snack Guide

The Standard for Allergy-Friendly Environments

The Safe Snack Guide is a comprehensive family of resources designed to provide safer, packaged food options for individuals living with food allergies, celiac disease and intolerances. These guides serve as the essential toolkit for fostering inclusion and limiting accidental allergen exposure wherever people congregate and consume food.

A Trusted Resource for Diverse Communities

Our guides are the de facto standard used nationwide by a wide range of organizations and individuals:

- **Families:** Helping tens of thousands of families nationwide keep common allergens out of the home and navigate daily life safely.
- **Schools & Classrooms:** Helping parents and teachers comply with allergen exclusion policies.
- **Youth Organizations:** Utilized by sports leagues, camps, and scouting groups.
- **Professional Settings:** Integrated into hospitals, cafeteria planning, and entertainment venues.

Extensive Product Catalog and Customization

Each guide is powered by an extensive database of over 3,000 commonly available products. We offer specialized editions to meet specific dietary needs:

- **Standard Editions:** Dedicated guides for Peanut & Tree Nut Free, Milk (Dairy) Free, Sesame Free and Gluten Free requirements.
- **Customization:** Our platform allows readers to generate Custom Guides tailored to any combination of specific allergen restrictions.
- **Verified Data:** Every entry is preceded by a symbol indicating whether the product is marketed as “free from” an allergen or manufactured in a facility free from that allergen.

Organized for Convenience

To make safe shopping easier, each guide is organized into more than 40 convenient food categories:

- **Daily Essentials:** Including Bread, Cereal, Prepared Foods and Frozen Foods.
- **Snacks & Treats:** Including Pretzels, Chips, Cookies, Crackers, Chocolate and Ice Cream.
- **Specialty Items:** Including Baby & Toddler Food, Baking Mixes, Nutrition Bars and Cosmetics.

Safe Snack  Guide

Allergy-Friendly Foods Guide
Peanut & Tree Nut Free
Content Last Updated: November 2, 2023

Products in this guide are free of peanuts and tree nuts

[Click any product or flavor to see the product description, ingredient list and detailed allergen processing info!](#)

PEANUT BUTTER ALTERNATIVES & SPREADS

- 9 **Field Trip Chickpea Butter** [K,NG] — Chocolate, Cinnamon Churro, Creamy Classic
- 9 **Seed+Oat Butter** — Cinnamon Cookie
- 9 **Gerbs Seed Butters** [K] — Light Salt Pumpkin Seed Butter, Light Salt Super 5 Seed Butter, Sweetened (Monk Fruit) Pumpkin Seed Butter, Sweetened (Monk Fruit) Super 5 Seed Butter
- 9 **Kween Granola Butter** [K] — Chocolate, Original, Vanilla
- 9 **PASCHA Make Me Smile Chocolate Spread** [K,GF] — Original, Sugar Free
- 9 **Beyond the Equator 5 Seed Butter** [GF,NG] — Chocolate, Creamy, Crunchy, Unsweetened

2025 SnackSafely.com Safe Snack Guide Metrics

Downloads: 168K **Estimated Number Redistributed:** ~300K

Going Far Beyond the Label

While many believe that precautionary labels warnings like “May contain traces of peanuts” provide a complete safety picture, these warnings are actually entirely voluntary. There are no official guidelines governing when they are used, how they are phrased, or where they appear on a package. Consequently, many major brands often omit these warnings even when cross-contact risks exist, meaning the absence of a warning does not guarantee a product is safe.

Allergence fills this critical gap in US labeling requirements by leveraging direct partnerships with over 200 responsible manufacturers. These partners provide detailed, transparent allergen processing information that goes far beyond what is required by law.

Comprehensive Screening

The Allergence interactive service screens thousands of products for 11 different allergens, including the “Top 9” (*peanuts, tree nuts, milks, eggs, soy, wheat, fish, crustacean shellfish, sesame*) plus *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

Detailed Transparency for Every Product

For every product listed, Allergence provides a clear Allergen Profile that discloses:

- **Ingredients:** Which allergens are intentionally included in the recipe.
- **Manufacturing Exposure:** Whether allergens are processed on the same line or within the same facility.
- **Marketing Claims:** Whether the manufacturer explicitly markets the product as “free from” specific allergens.
- **Cross-Contact Prevention:** Information on special handling procedures used to prevent allergen contamination.
- **Third-Party Certifications:** Highlighting industry-recognized Kosher, Organic, Gluten-Free, and Non-GMO certifications.

Tailored for Your Family

Allergence allows users to create custom profiles for each family member. The system automatically evaluates products against these specific dietary restrictions, indicating whether a food is safe for everyone in your household, only some members, or none at all.

About the Manufacturer Partnership

Transparency That Builds Trust

Because of gaps in current FDA allergen labeling regulations, consumers cannot always rely on product labels alone to determine if a food is truly safe for their specific needs. To address this, SnackSafely.com developed a proprietary platform that allows manufacturers to share ingredient and allergen processing data in an unambiguous, uniform, and straightforward manner.

By joining the SnackSafely.com Manufacturer Partnership, companies gain access to this platform to provide full disclosure of their allergen processing practices. In return, all qualifying products receive free listings in our Safe Snack Guides and Allergence screening service, connecting brands with tens of thousands of food-allergy consumers.

Why Join the Partnership?

- **Reach a Targeted Audience:** Engage directly with a large community of consumers actively looking for transparent allergen and gluten processing information.
- **Earn the Partnership Badge:** Accepted members display the SnackSafely.com website badge to assure customers of their commitment to transparency.
- **Packaging Integration:** Access badges with QR codes that can be placed directly on product packaging to link customers to detailed allergen data at the point of sale.
- **Simplified Data Entry:** A portal specifically designed for manufacturers accessible from any standard browser.

Product Allergen Profile

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 MARKETING allergen-free
Tree Nut	NOT an ingredient	NOT PROCESSED in facility	IS MARKETING allergen-free
Egg	IS an INGREDIENT	PROCESSED in LINE	NOT marketed allergen-free
Milk	NOT an ingredient	NOT PROCESSED in facility	IS MARKETING 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 IS an INGREDIENT	NOT PROCESSED in facility	IS MARKETING allergen-free
Shellfish			IS MARKETING 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

Manufacturer Qualifications

To maintain the integrity of our listings, participating manufacturers must meet the following criteria:

- Products must be sold in the US and labeled according to FDA/FALCPA standards.
- Products must be available via direct internet sales in the contiguous 48 states or sold in brick-and-mortar stores in at least 4 states.
- Agree to terms of service that include strict disclosure and update requirements.
- Agree to certify product information at least every 90 days to remain in compliance.

