

SnackSafely.com Launches #SnackSafelyAtHome Campaign to Help Consumers Find Allergy-Friendly Food Products Online

NEW YORK (March 19, 2020) — SnackSafely.com, publishers of the Safe Snack Guide — the resource used by thousands of schools and tens of thousands of families nationwide to help keep allergens out of the classroom and home — announces the launch of their **#SnackSafelyAtHome** campaign together with 120+ partner manufacturers.

With the arrival of coronavirus / COVID-19, families coping with food allergies are concerned they will not be able to find products locally that are safe for their allergen restrictions. At the same time, companies that produce allergy-friendly foods are already feeling the impact on their businesses now that consumers have begun sheltering in-place.

SnackSafely.com stands at the crossroads in a unique position to help.

The **#SnackSafelyAtHome** campaign connects consumers searching for allergy-friendly products with partner manufacturers who meet SnackSafely.com's stringent allergen disclosure requirements. One page (**snacksafely.com/at-home**) provides access to online coupons, discount codes, and precise allergen processing information for over 2000 products from 120+ manufacturers, the majority of which can be ordered online with a few button clicks.

Said Dave Bloom, CEO of SnackSafely.com:

Especially given this difficult time, our platform is ideal for helping consumers research products that meet their families' allergen restrictions, order them online, and have them delivered while staying safely in their homes. We're also providing a resource for partner manufacturers to feature their products at no cost to help them weather the storm.

The **#SnackSafelyAtHome** page will be updated frequently as offerings are rolled out, new manufacturers join, and new, fully-vetted products are added to the platform. Responsible manufacturers who wish to join the campaign are invited to inquire at snacksafely.com/contact-us.

About SnackSafely.com

SnackSafely.com provides straightforward, actionable information to improve the lives of the estimated 32 million Americans suffering from food allergies. We strive to eliminate anaphylaxis by leveraging our on-line properties to inform, educate, advocate, and connect the allergic community with news, products, and services that help toward achieving this goal.

The firm employs a proprietary platform designed to foster greater transparency in food manufacturing with regard to allergens. Manufacturers join the [SnackSafely.com Manufacturer Partnership](#) at no cost by disclosing how 11 allergens are processed during the manufacture of each product and in return, receive free listings in the [Safe Snack Guide](#) and [Allergence](#) – our allergen product screening service. All companies large and small are encouraged to join the Partnership which currently comprises over 120 manufacturers.

Media Contact: press@snacksafely.com

Note to editors:

The above release is available at

snacksafely.com/2020/03/snacksafely-at-home/

The accompanying image is available at

snacksafely.com/wp-content/uploads/2020/03/SnackSafelyAtHome.jpg