



**2023 MEDIA KIT**

Snack  
Safely  
V.com



## Our Mission

SnackSafely.com is a media company focused entirely 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 to products and services that help toward achieving this goal.

## Our Founders

Debra Bloom began her food allergy advocacy in 2006 when her daughter, who is allergic to peanuts and eggs, started kindergarten. At the time, the school district did not 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 later adopted by the district.



in 2011, Debra's husband Dave Bloom 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

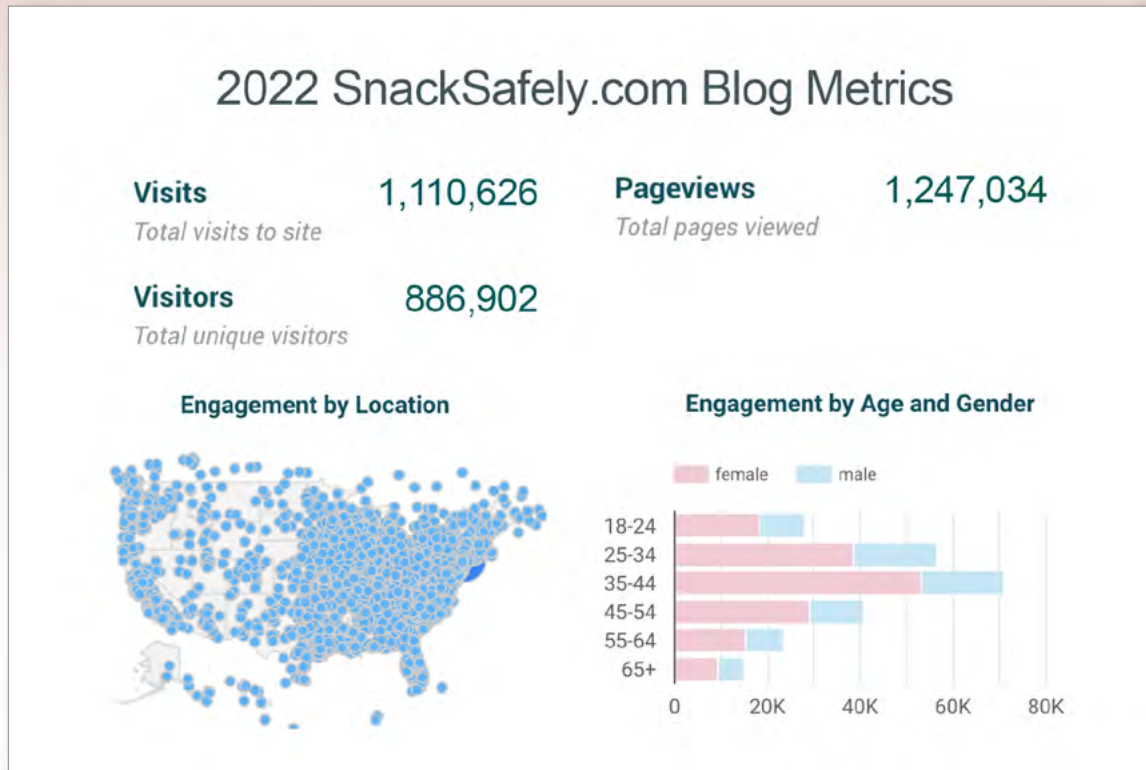
SnackSafely.com offers three primary publications that serve the food allergy and K-12 school communities with important information that help safeguard those with food allergies in their everyday lives:

- **SnackSafely.com** is the internet's primary source of news and advocacy devoted entirely to food allergy and celiac disease;
- The family of **Safe Snack Guides** comprise the 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 resource 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.

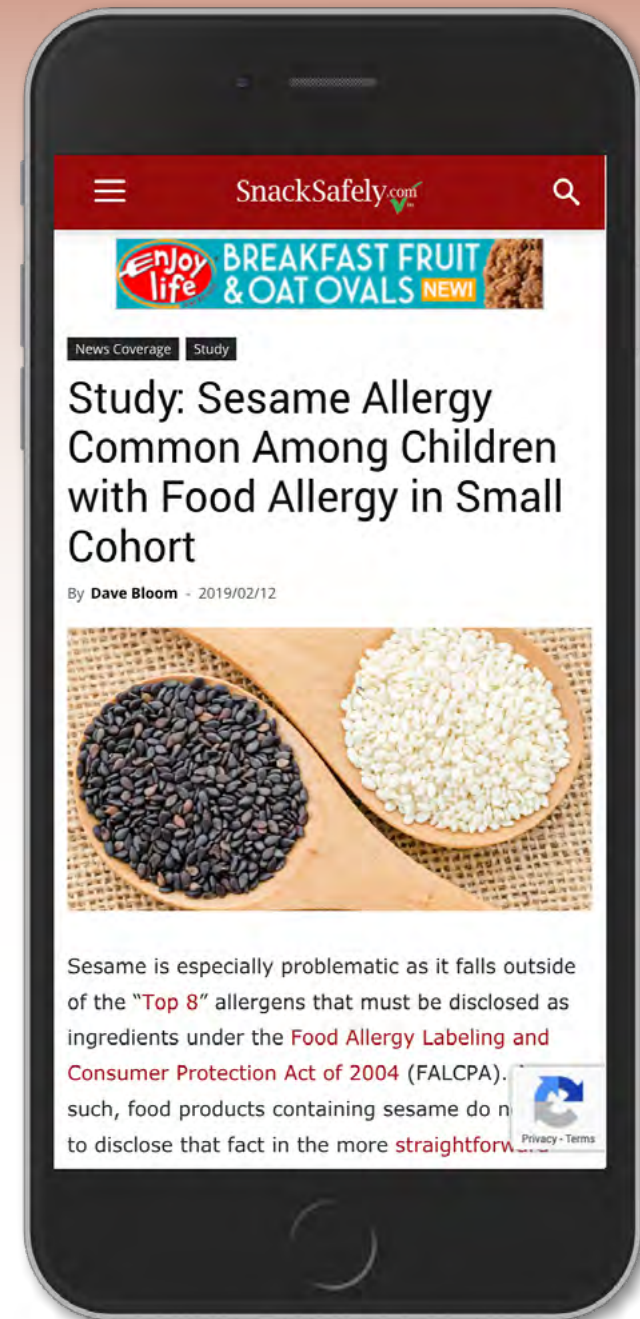
To ensure reliable product information for use in our publications, we established the *SnackSafely.com Manufacturer Partnership* which boasts over 180 responsible participating manufacturing partners to date.

# About the Blog

Our blog is a comprehensive destination for news and advocacy on issues of concern to the food allergy community. Topics covered include progress toward treatment and a cure for food allergy and celiac disease; legislative efforts; innovations in emergency epinephrine delivery; food allergy advocacy, commentary and advice regarding safety, procedures and school policies; and general news of interest to the community.



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 food options to individuals with food allergies and intolerances as well as 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.

## Content

Each Guide is 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 7,000 *Custom* Guides tailored for specific allergen restrictions by our readers.

**Safe Snack  Guide** Foods Free of Peanuts and Tree Nuts – Many Free of the Top 8  
Updated January 24, 2019

**PEANUT BUTTER ALTERNATIVES & SPREADS**

- 8 **PASCHA Make Me Smile Chocolate Spread** [K,GF,NG] – No Sugar Added, Original
- 8 **SunButter On the Go Single Cups** [K,GF,NG] – Creamy
- 8 **SunButter Sunflower Butter** [K,GF,NG] – Creamy, Natural Creamy, Natural Crunch, Natural No Sugar Added, Organic Unsweetened
- ✓ **Don't Go Nuts Spread** [K,OR,GF,NG] – Chocolate, Pure Unsalted, Sea Salted, Simply Cinnamon, Slightly Sweet
- ✓ **WOWBUTTER** [K] – Creamy, Crunchy
- ▲ **SunWise SunButter and Grape Jelly Sandwich**

## Product Information

A symbol preceding each entry indicates which allergens the product is marketed free of or manufactured in a facility free of such. 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*
- *Crackers*
- *Peanut Butter Alternatives*
- *Potato Chips*
- *Chocolate*
- *Baby & Toddler Food*
- *Fruit Snacks*
- *Candy*
- *Baking Mixes & Flour*
- *Cookies*
- *Ice Cream*
- *Trail Mixes, Granola & Seeds*
- *Prepared Foods*
- *Dips & Salsa*
- *Nutrition and Energy Bars*
- *Frozen Foods*
- *Health Foods*
- *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 and EU versions are in development.

## Distribution and Format

The Guide is available for download from [SnackSafely.com](http://SnackSafely.com) and is distributed in PDF format for viewing, printing, and display on mobile devices. Entries are interactive and launch the corresponding *Allergence* page providing significantly more information when clicked.

### 2022 Safe Snack Guide Metrics

|   |                 |
|---|-----------------|
| <b>Downloads</b>  | <b>151,703</b>  |
| <i>Total number of individual downloads from website</i>  |                 |
| <b>Estimated Number Redistributed</b>                     | <b>~300,000</b> |
| <i>Roughly 2 copies emailed for every copy downloaded</i> |                 |



## Going Far Beyond the Label

Despite common misconceptions, food manufacturers are *not* required to disclose the potential for cross-contact with common allergens and many choose not to. 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. The *absence of these warnings does not mean the product is safe*, even from large, well-known manufacturers.

By leveraging our relationships with over 180 responsible manufacturers that each provide us with detailed 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 line or facility*, and which the manufacturer explicitly markets the product as *free from*. 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. 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 for each product.

## 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.

### 2022 Allergence Metrics

|                   |         |                |       |                    |         |
|-------------------|---------|----------------|-------|--------------------|---------|
| Unique Visitors:  | 589,190 | Manufacturers: | 181   | Website Referrals: | 338,123 |
| Registered Users: | 15,593  | Products:      | 3,397 | Amazon Referrals:  | 209,666 |

# 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. In response, SnackSafely.com has developed a proprietary platform that enables manufacturers to supply ingredient and allergen processing information in a straightforward, uniform, 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.

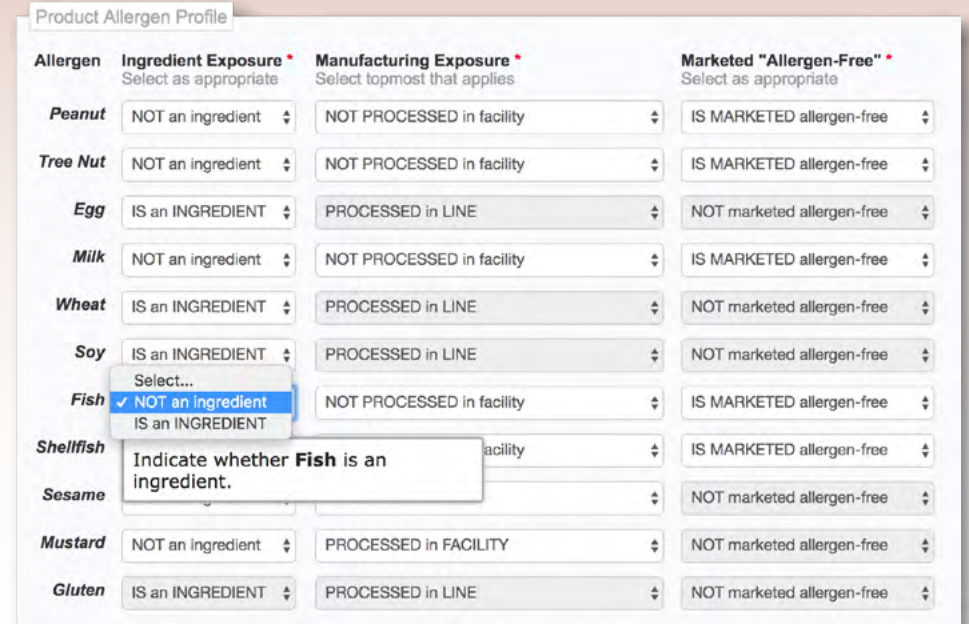
## Manufacturer Qualifications

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.

## 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<br>Select as appropriate | Manufacturing Exposure<br>Select topmost that applies | Marketed "Allergen-Free"<br>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 |  | 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 Badge

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.

