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AllergyEats Celebrates Six Month Anniversary, Is Fastest Growing Source for Finding Allergy-Friendly Restaurants

BOSTON, MA (August 24, 2010) – AllergyEats (www.AllergyEats.com), the fastest growing source for finding allergy-friendly restaurants, is celebrating its six month anniversary. Since its inception, AllergyEats has provided valuable peer-based feedback about how well (or poorly) restaurants accommodate the needs of food-allergic customers.

Most restaurant review sites include information about establishments' food, ambiance or service, but AllergyEats is singularly focused on food allergies, with peer reviews spotlighting where people with food allergies or intolerances can comfortably eat.

AllergyEats has exploded in popularity, growing to thousands of members and restaurant ratings since its February launch, demonstrating that the site meets a huge need within the food allergy community. AllergyEats has also experienced a tremendous surge of interest on its social media sites, with food-allergic "fans" regularly sharing ideas, recommendations and feedback on Facebook, Twitter and the AllergyEats Blog. Interest in AllergyEats has been accelerating dramatically as word spreads virally about the service AllergyEats provides to the food-allergic community.

AllergyEats has also received a number of endorsements from highly-respected food, health and allergy organizations, including the Asthma and Allergy Foundation of America, Gluten Intolerance Group, and the Massachusetts Restaurant Association. Additionally, AllergyEats is forming exciting partnerships with other organizations, including restaurant chains, food allergy organizations and more.

"As a parent of food allergic children, it's important to know in advance whether a restaurant can accommodate my kids' unique food requirements. AllergyEats provides a forum where food-allergic families can exchange feedback and review restaurants' menus, websites, certifications, allergen and nutrition info, plus directions and other helpful information," said Paul Antico, the "Founding Father" of AllergyEats.

"The response from users has been overwhelmingly positive and the numbers of participants has grown significantly – and continues to grow every day," Antico continued. "People are relieved to have this much-needed resource that allows them to access information at-a-glance. Now they can quickly and easily search a huge database to gather information about whether specific restaurants are willing to prepare meals that food allergic diners can eat, regardless of their specific food allergy or intolerance."

AllergyEats lists well over 600,000 restaurants nationwide, which food allergic diners can rate. The site also offers information on restaurants' menus (including gluten-free menus), allergen lists,

nutrition information, certifications, web links, directions and more. AllergyEats has become the fastest-growing source for finding allergy-friendly restaurants.

“AllergyEats combines the best of Internet technology with peer-to-peer feedback to help people select restaurants that cater to individuals with food allergies – and to avoid the ones that won’t accommodate their needs,” Antico continued. “It’s exciting to see how well the food allergy community is galvanizing around AllergyEats. They understand the value of the site’s ratings and comments, which represents real experiences from real people.”

Users are encouraged to answer three simple questions about their dining experience, which takes less than a minute. The answers are compiled into an objective “allergy-friendliness rating” that provides at-a-glance information about the “allergy friendliness” of specific restaurants. There’s also a section for written comments, which focuses specifically on food-allergy related information.

AllergyEats is searchable by geographic location, and includes maps and driving directions to restaurants nationally.

For more information, please visit www.AllergyEats.com.

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