

FOR IMMEDIATE RELEASE

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**AllergyEats Presents The Inaugural Food Allergy Conference for Restaurateurs:
What Every Restaurant Should Know About Food Allergies
To Ensure Safety & Maximize Customer Engagement, Loyalty, and Revenue**

WHAT: **The Inaugural Food Allergy Conference for Restaurateurs: What Every Restaurant Should Know About Food Allergies To Ensure Safety & Maximize Customer Engagement, Loyalty, and Revenue** is a must-attend event for restaurant chefs, owners and managers that strive to become more knowledgeable and accommodating about food allergies - and reduce their fear about serving food-allergic guests. This timely, relevant event will feature notable speakers from the Massachusetts Restaurant Association, Legal Sea Foods, the Asthma and Allergy Foundation of America, Kitchens with Confidence and Not Your Average Joe's, among others, who will provide valuable information about accommodating food-allergic guests, reducing the fear around food allergies, building customer loyalty and profits, and other related food allergy issues.

WHEN: Tuesday, October 16, 2012, 8:00 am - 2:30 pm

WHERE: Seaport Boston Hotel, 1 Seaport Lane, Boston, MA

PANEL: Speakers will include:
Paul Antico, Founder/CEO of AllergyEats, food allergy advocate, father of three food-allergic children
Peter Christie, President of the Massachusetts Restaurant Association
Rich Vellante - Executive Chef of Legal Sea Foods
Steve Silverstein – CEO of Not Your Average Joe's
Betsy Craig – CEO/Founder, Kitchens With Confidence
Dr. Wayne Shreffler, head of the Food Allergy Center at Mass General Hospital
Dr. Michael Pistiner – allergist, advocate, speaker, author
Michele Carrick – food allergy advocate, Board Member, AAFA and AAFANE
...and more

TOPICS: **Food Allergy Basics** - This session will spotlight fundamentals, statistics, and the realities of accommodating food-allergic and intolerant guests. It will also showcase how food-allergic individuals deal with everyday life, and what they look for in a restaurant when dining out.
Restaurants That Get it Right - Expert restaurateurs who excel at accommodating food-allergic guests will spotlight their restaurants' best practices, as well as their successful food allergy procedures and

protocols. They'll explain why they're committed to being allergy-friendly and describe guests' reactions, including their increased loyalty.

Basic Training - Top restaurant trainers who specialize in food allergies and other special dietary requirements will speak about the process of becoming more allergy-friendly. This session will discuss how restaurants can become more accommodating, improve safety and minimize risks, implement and execute food allergy protocols and become more confident in their food allergy procedures.

The Financials Around Food Allergies - This session will explore the economics of accommodating food-allergic diners, including the increased loyalty and profit opportunities, demonstrating how restaurants can make significantly more money by becoming allergy-friendly.

Attendees will also enjoy lunch with the experts and have ample time for Q&A during each session.

Registration is \$199 per person. Early bird discounts are available. Advanced registration is required. To register and for more information, please visit www.allergyeats.com/conference.

About AllergyEats

AllergyEats, a free website and smartphone app, provides valuable, peer-based ratings and feedback about how well (or poorly) restaurants have accommodated food-allergic customers, allowing the food allergy community to make more informed decisions about where to dine. AllergyEats lists well over 575,000 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 helps families with food allergies reduce the guesswork - and the anxiety - surrounding dining out with food allergies. The peer-based ratings and review site lets people see at-a-glance which restaurants have been more willing and better able to accommodate special dietary requirements - and which have not.

AllergyEats has been endorsed by highly-respected food, health and allergy organizations and individuals, including the Asthma and Allergy Foundation of America, Gluten Intolerance Group, Massachusetts Restaurant Association, Chef Ming Tsai, Chef Joel Schaefer and more. AllergyEats was recently selected as the About.com 2012 Readers' Choice Award winner for best Food Allergy App and a finalist for Best Food Allergy Online Support category. For more information, visit www.AllergyEats.com.

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