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AllergyEats Launches The Great Gift Card Giveaway: Contest Winners Receive Free Gift Cards to Allergy-Friendly Restaurants

AllergyEats Offers Valuable, Peer-Based Feedback About How Well (or Poorly) Restaurants Accommodate Food Allergies

BOSTON, MA (May 11, 2011) – They say there’s no such thing as a free lunch – but now, AllergyEats is giving away free restaurant gift cards through their new Great Gift Card Giveaway. Starting today, Wednesday, May 11, AllergyEats (www.allergyeats.com), the biggest and fastest growing source for finding allergy-friendly restaurants, will give away free gift cards from some of the most allergy-friendly restaurant chains in the country. Currently, participating restaurants include Legal Sea Foods, Not Your Average Joe’s, and BJ’s Restaurant & Brewhouse, which have all received consistently high allergy-friendly ratings on AllergyEats.

“At AllergyEats, we take users’ feedback very seriously, and based on the peer reviews and ratings on our site, we’ve identified some of the most allergy-friendly restaurant chains nationwide,” said Paul Antico, founder of AllergyEats. “We’re thrilled that these restaurants provided gift cards for our giveaway, offering the AllergyEats community great incentives to visit their establishments.”

The Great Gift Card Giveaway is launching during Food Allergy Awareness Week. AllergyEats will be giving away gift cards each Wednesday, beginning May 11, with contests that will vary every week. For more information about the contest and how to enter, please visit www.allergyeats.com, or follow AllergyEats on Facebook (www.facebook.com/allergyeats) or Twitter (@AllergyEats). Winners can choose one of the partners’ gift cards, ranging in value from \$20-\$50, a \$15 AllergyEats gift certificate to use at any other restaurant of their choice, or a free AllergyEats t-shirt. The Great Gift Card Giveaway will continue while supplies last.

Each of the participating restaurants has demonstrated a strong commitment to allergy-friendly practices and protocols, and all have an AllergyEats food-allergy rating of 4.5 (out of 5) or higher.

Not Your Average Joe’s has 14 locations, mostly in Massachusetts, and has received an impressive 4.9 (out of 5) AllergyEats allergy-friendliness rating. They’ve recently revamped their menu and added a gluten-free menu, as well. Legal Sea Foods has 33 restaurants, mostly on the East Coast, and has received an AllergyEats allergy-friendliness rating of 4.6. Legal Sea Foods is poised to open three exciting new concept restaurants in the coming months. BJ’s Restaurant & Brewhouse has 104 locations, mostly on the West Coast, Texas, the upper Midwest and the Southeast. Their allergen list and their gluten-free menu are available online, and they have an AllergyEats rating of 4.5.

AllergyEats, a free website, 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.

This free, user-friendly website provides valuable peer-based feedback about how well (or poorly) restaurants accommodate the needs of food-allergic customers. The peer ratings and feedback allow

food-allergic and gluten-intolerant diners to quickly and easily find restaurants that will more likely cater to their special dietary requirements – and avoid the ones that won't.

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 have more comfortably eaten. AllergyEats has significantly improved the way food allergic and gluten-intolerant individuals find allergy-friendly restaurants.

AllergyEats now has more than 15,000 monthly users, 8,000+ daily Facebook views and 3,000+ food-allergic fans regularly sharing ideas through the AllergyEats Blog and their associated social media sites.

“When you dine out, whether your experience was positive or negative – or somewhere in between – please help the entire food allergy community by rating the restaurant on AllergyEats (www.allergyeats.com). Rating a restaurant is simple and quick (it takes less than a minute) and helps other food-allergic individuals determine which restaurants to visit, based on the peer ratings and feedback,” Antico added.

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 and more.

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

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