

FOR IMMEDIATE RELEASE

Contact: Adrienne Walkowiak
Adrienne@AdrienneWalkowiak.com
603/659-9345

AllergyEats Helps People with Food Allergies Find Accommodating Restaurants In Their Hometowns and While Traveling on Summer Vacation

Free New Website Allows Visitors to Find (and Rate) 600,000+ Restaurants

BOSTON (June 25, 2010) – As families enjoy more free time this summer, they're likely to be eating out, either in their hometowns or while traveling during summer vacation. AllergyEats, a new, fast-growing, interactive website, is a valuable resource, helping people with food allergies find allergy-friendly restaurants, whether they're dining close to home or hitting the road for summer adventures.

"When I take my family out to eat, sometimes we have trouble finding restaurants that will accommodate my children's food allergies," said Paul Antico, the founder of AllergyEats (www.AllergyEats.com). "I knew we weren't the only family facing these challenges, and I vowed to make it easier for people with food allergies to find safe restaurants."

"They say that necessity is the *mother* of invention, but in our family's case, I was inspired to action after visiting restaurants that wouldn't accommodate my children's food allergies. I started AllergyEats as a helpful source of information, featuring valuable peer-to-peer feedback, based on people's experiences nationwide," Antico explained. "It's a way to galvanize the food allergy community and share information to help all of our families enjoy safe restaurant experiences and avoid frustrating ones."

AllergyEats, which launched in February, has quickly grown in popularity, offering free membership and access to a national database of well over 600,000 restaurants.

The site combines the best of Internet technology with peer-to-peer feedback to help people know in advance how well (or poorly) a restaurant responds to people with food allergies.

AllergyEats has recently made several improvements to its site, including the addition of more than 50,000 new establishments to its database. The site now features ratings for restaurant chains, links to restaurants, restaurant menus, allergen lists, nutrition information and other important information. The website is searchable by geographic location, and includes maps and driving directions to restaurants on a local and national level. There's also a new blog and social media pages for additional interactive discussions and information sharing.

"As families enjoy their summer vacation, they can use AllergyEats to make more informed dining choices wherever their travel plans may take them. Having access to our national database makes it easier – and safer – to select allergy-friendly restaurants, wherever your summer travel plans take you," Antico continued.

The value of AllergyEats comes from the ratings and comments from other diners, which represents real experiences from real people. This first-hand feedback helps the food allergy community make informed decisions when selecting restaurants.

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 are carefully monitored to ensure they contain only food-allergy related information.

AllergyEats regularly updates their restaurant database to keep up with the fast-changing nature of the industry.

A variety of well-respected food, health and allergy organizations endorse AllergyEats, including the Gluten Intolerance Group, the Asthma and Allergy Foundation of America and the Massachusetts Restaurant Association.

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

###