

Food Allergy Aware
Suppliers Marketplace
Media Pack



Reach the Foodservice Market That Needs Your Free-From Products

Promote your free-from products to hospitality, healthcare and catering professionals actively seeking trusted suppliers.

LinkedIn Reach:

- 8,967 followers
- 7,944 direct professional connections
- 29,587 post impressions (week commencing 2 March)
- 21,816 members reached
- 47 comments | 93 reactions

Audience includes chefs, hospitality operators, hospital caterers, schools, contract caterers, food safety professionals and procurement teams.



Why Promote Your Products with Food Allergy Aware

Our Free-From Supplier Directory connects food businesses with reliable allergen-safe products.

- Featured on the Free-From Suppliers webpage
- Exposure to foodservice businesses actively searching for allergen-safe products
- Promotion during allergen training courses and food safety workshops
- Mention during webinars and hospitality industry presentations
- Visibility at conferences, networking events and catering forums
- Promote and support at Free From awards and Food Allergy show events



Many training sessions and webinars are fully subscribed, providing direct access to engaged hospitality professionals.



What Our Suppliers Say

"Middleton Foods is proud to work closely with Food Allergy Aware, partnering with Caroline as she supports businesses in allergen management. As a business, we're able to assure customers of our approach to the quality of our processes and food safety management, which are critically important when it comes to food safety. Both our main site and bespoke gluten free production facility have achieved AA+ certification, following recent BRC Global Standards (BRCGS) and Gluten Free Certification Program (GSGF ISSUE 4) Audits for Food Safety. T"-
Paul Stanley, Foodservice Manager, Middleton Foods.



"Working with Food Allergy Aware helps connect our products with chefs and catering teams who are looking for safe, free-from solutions for their customers."
Mike Wilson | Just Love



"We are always pleased to work with Food Allergy Aware they are a great partner who help highlight our Warburtons Gluten Free range. The benefit of working with the team at Food Allergy Aware is they understand how important gluten free products are for any coeliac or gluten intolerant person. Their ability to offer consumers to sample our Warburtons Gluten Free product range is really valuable"
Chris Hook | Director FreeFrom | Warburtons



"Food Allergy Aware plays a key role in supporting our customers by providing expert training and guidance on allergen safety. Their events and marketplace help connect us with the people who need our services, making it easier to reach and support those we serve."
Sean Larsen | CTO Labl.it



Benefits

- Increased credibility through association with allergen specialists
- Direct recommendations to chefs and catering teams
- Exposure to businesses improving allergen management
- Opportunities to reach new foodservice markets



Supplier Listing Packages

Bi-Annual Supplier Listing Includes:

- Listing on the Free-From Supplier Directory
- Company profile and product overview
- Link to your website
- Allergen-free product categories
- Promotion through training sessions and webinars

Costs

Annual listing: £150 (0.41p per day)

Bi-Annual: £275 (0.38p per day)

Contact: Admin@fatc.co.uk



Next Steps:

Renewing the subscription

- Respond to the invoice and on receipt we will make your listing live

New subscription

- Complete the form
- submit your listing
- additional pictures can be sent to admin@fatc.co.uk
- invoice will be issued
- On receipt we will make your post listing live
 - sharing and tagging via or social media
 - adding to our newsletter
 - sharing with our clients and events as appropriate



Food Allergy Aware™

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