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Press Release

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FOR IMMEDIATE RELEASE

EATING ON THE SAFE SIDE

Revolutionary, interactive website is set to change the way we manage our dietary needs

Consumers with specific dietary needs now have at their hands **eatingsafe.com**, a powerful new tool that provides functions to compare and analyse branded food products, organise and customise recipes, create meal plans and search 'Real' food labels, determining nutrient and allergen properties.

Eatingsafe.com is a dynamic database of over 12 000 (and counting) 'Real' supermarket food labels designed with a variety of features to assist with the management of specific dietary requirements. For those with diabetes, Coeliacs, anaphylaxis, allergens, or those who just want to live a healthy lifestyle; this reliable online tool makes it easy for them to independently manage their dietary needs.

The ability to search allergens, nutrients and individual ingredients online reduces the confusion associated with reading food labels and saves precious hours spent sorting through supermarket shelves.

Not only this, there is an interactive aspect to the site which includes a recipe book feature that allows users to analyse their own recipes using real brand names and swap products to make any recipe suit their individual dietary needs.

"The site completely cuts out the time we spend comparing food labels on supermarket shelves," says Nutritional services manager, Michelle Trute.

The great thing about the recipe feature is that you can for example, swap a real supermarket ingredient high in saturated fat, for a similar product with a lower saturated fat content in order to change the nutritional profile of the recipe."

Other advantages of the site include print friendly shopping lists, the ability to develop a pantry of regular food choices, alerts to newly released product lines, as well as forums to share and gain knowledge and experience.

With over 30 staff members across Brisbane and interstate, together with a research team including nutritionists, dieticians and a large in-house IT department, there is no doubt that the data is reliable.

"Accuracy of the site is our priority," explains Michelle. "We understand the dangers involved for people misreading food labels and how crucial it is that the data on these food labels is accurate, up-to-date and easy to read.

As such, we developed a multi-staged verification process to ensure what is shown on the label is accurately reflected in the database.

We are confident that the information the Health Care professional and consumer is receiving is safe and the most up to date on the market."

Searching over 12 000 food labels to compare nutrients and ingredients, along with its many additional features, makes **eatingsafe.com** a revolutionary system which will make it simple to manage all dietary needs.

For more information or to arrange an interview with Michelle Trute please contact public affairs: Jenna Scott at 1300 654 622 or via email: jscott@eatingsafe.com