

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Simply Gluten Free Launches a Virtual Gluten-Free, Allergen-Free & Special Diet Expo

Simply Gluten Free is proud to announce the launch of its highly anticipated **Virtual Expo** on Friday, July 31st at 8 a.m. The very first of its kind, **Simply Gluten Free Expo** will offer the same types of experiences and information found at traditional gluten-free expos and events that are typically given in major cities today, all from the comfort of home with the click of a mouse.

Simply Gluten Free was founded by the popular gluten-free TV chef and advocate, Carol Kicinski. The company provides gluten-free recipes, advice and information to the gluten- and allergen-free community via a nationally published magazine (*Simply Gluten Free* magazine) and one of the most popular allergen-free websites in the world (www.simplygluten-free.com).



The company's newest venture, **Simply Gluten Free Expo** is important for allergen-free consumers because it allows them to connect with manufacturers and find products and services of interest. Visitors will be able to create an account for free and build a profile that includes food allergens/diet preferences, topics of interest, and basic demographic information. With a customized

profile, visitors can then see the products that fit their needs that are available in stores nearby. If a visitor is interested in a particular product, they can receive gluten-free samples and/or coupons, free of charge. They can also purchase products and services directly from the provider's website.

Visitors are also able to learn about various allergen-free and health topics by watching videos and browsing articles by some of the world's top allergen-free medical professionals, popular advocates, and personalities in the allergen-free community.

For those consumers who live in rural areas where traditional expos and events do not typically occur, or for those consumers who cannot afford and/or find the time to experience a traditional expo, the **Virtual Expo** is a great opportunity to learn and find out new information about products, services, and allergen-free topics.



For manufacturers, the **Gluten Free Expo** offers a way to reach consumers based on the regions in which the manufacturers sell products. For smaller or up-and-coming companies, the **Virtual**

Expo allows them to participate in an expo that is more cost-effective for smaller budgets that cannot often accommodate the travel expenses that incur for traditional expos.

Simply Gluten Free is constantly looking for innovative new ways to reach gluten- and allergen-free consumers to better serve and inform them of various allergen-free products and topics. To visit the Virtual Expo, visit: www.simplyglutenfreeexpo.com.

About Simply Gluten Free:

Simply Gluten Free, Inc. is a company that provides gluten- and allergen-free recipes, tips and lifestyle advice via its website and magazine for those on a gluten-free and/or allergen-free diet. Founded in 2007 as a recipe website and blog, Simply Gluten Free has grown into a reliable and trusted source in the gluten-free community. In 2012, the company launched a magazine, Simply Gluten Free magazine, which has since become America's number one gluten-free magazine on the market. The company's founder and editor-in-chief, Carol Kicinski, is a TV chef, professional recipe developer, cookbook author, and popular gluten- and allergen-free speaker and advocate. Gluten-free for more than 20 years, Carol's mission is to provide simple, beautiful solutions to the gluten-free home cook, including recipes that aren't just "good for gluten-free" but are just plain good, period!

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