

FOR IMMEDIATE RELEASE

Media Contact:

Cherie Boldt
Percepture
800-707-9190 ext. 86
cherie@percepture.com

Five Tips for Dealing with a Food Allergy Diagnosis

*Create a Safe Environment and Healthy Options
with Advice from Nutrimom Tracy Bush and Crispy Green*

FAIRFIELD, NJ – February 18, 2014 – Crispy Green, the maker of Crispy Fruit, single-ingredient freeze-dried fruit snacks, has teamed up with noted food allergy advisor, blogger and author Tracy Bush, also known as “Nutrimom - Food Allergy Liaison” to offer suggestions to families who may be new to the issue of food allergies.

Food allergies among American children are on the rise. According to the Centers for Disease Control (CDC) and Prevention’s National Center for Health Statistics, the prevalence of allergies among U.S. children younger than 18 years old has increased from 3.4 percent in 1997 to 5.1 percent in 2011¹. In fact, the CDC estimates one of every 13 children has a food allergy, with nuts, soy, milk, egg, wheat and shellfish being the most common culprits. For a child with a food allergy, there are no shortcuts to safety.

“Identifying a list of ‘safe’ foods and snacks is imperative,” explains Bush. “Products like Crispy Green are easy for me to recommend to those I consult with because of the things it doesn’t include – it is peanut- and tree-nut-free, gluten-free, soy-free, and dairy-free. It’s also very portable and good to have on hand in a ‘pinch’ when fresh fruit or other options may not be available.” Tracy has also recently published an e-book called “The Stepping Stones to Food Allergies.”

“Our single-ingredient products are safe for many kids with food allergies,” says Angela Liu, President and Founder of Crispy Green. “Because we care greatly about this growing, very serious health issue for both kids and their parents, we are working with Nutrimom to help those with food allergies navigate a little easier.”

In her e-book, Bush offers a primary list of things to do at home when your child has been diagnosed with food allergies:

- **Keep a positive attitude** – When cooking for those with food allergies, keep in mind that you are re-learning how to cook, so accept mistakes and rethink what you are doing and using. Be easy on yourself and don't give up!
- **Restock your kitchen** – Replace ordinary kitchen staples with allergy-friendly staples and get the right kitchen utensils. Being prepared is half the battle. Baking ingredients, dried fruit packs or safe, allergy-friendly pre-made products for faster preparation should

¹ <http://www.cdc.gov/nchs/data/databriefs/db121.htm#prevalence>

always be a reach away. Kitchen tools such as a mini-chopper, a rotisserie and color-coded chopping boards are a few handy items to make preparation easier as well as safe.

- **Always have epinephrine** – An allergic reaction can happen at any time, so always be prepared. Especially if you will also be preparing multiple meals that contain possible allergenic foods, it may be a matter of life and death. A small mix-up could lead to a reaction and it is imperative that your epinephrine be on hand just like any of your kitchen staples.
- **Ask for help** – The key to learning to adapt to food allergies is to ask for help. Not only will this decrease the feeling of being overwhelmed, but it will also allow everyone to learn with you. Food allergies affect all family members, not just the allergic person.
- **Seek out the best resources** – There are many websites and magazines that are loaded with good information just waiting to be found. It doesn't matter where you start; the important thing is to gain the information and continue to expand from there. Knowledge is power, and luckily, there is new and better information available every single day.

"No one is quite certain why food allergies are on the rise among U.S. children, but parents need to have the best resources and strategies to combat this trend and avoid allergic reactions," says Bush. While not a medical professional, Bush is a mother with experience because her child has multiple food allergies.

About Crispy Green

Crispy Green Inc. (crispygreen.com) is the maker of Crispy Green® Crispy Fruit (freeze-dried fruit) snacks. Crispy Fruit is a delicious, convenient way to add more fruit to your daily diet. The company was founded in August 2004 with a vision to be the leading provider of high quality, natural food products desired by everyone who wants to live a healthy and better life. Crispy Green was introduced in the United States in 2005. Since then, the company has been consistently providing high quality freeze-dried fruit snacks and adding new flavors to its Crispy Fruit line to meet market demands.

Crispy Fruit products are available in stores, including The Fresh Market, Harris Teeter, Earth Fare, Shop Rite, Giants and selected Whole Foods Markets. To find a retailer in your area that carries Crispy Fruit, visit www.crispygreen.com/where-to-buy.html. For more information and special offers, go to www.crispygreen.com and become a fan on Facebook at www.facebook.com/crispygreen.

About Tracy Bush

Tracy Bush is founder of Nutrimom Inc., also known as Nutrimom - Food Allergy Liaison, a consulting business that specializes in food allergies and helps provide guidance and support for anyone that has been diagnosed with food allergies. Tracy tries to bridge the gap during the initial phases of a food allergy diagnosis and how to begin in the world of allergy-friendly foods. She helps other parents with simple steps, such as finding safe, wholesome foods to supplement their allergenic foods, where to shop, which items to purchase that are safe and how to maximize their budget while adjusting to this dietary change. You can view additional information about what she does as well as purchase her book at www.AllergyPhoods.com.