



# FOOD ALLERGY APP

## Food Allergy App Launches “Allergy Friendly Canada” section to Spotlight Local Brands

Flappd Tech Inc., creators of the popular [Food Allergy App](#), is proud to announce the launch of its new “Allergy Friendly Canada” section. This innovative online resource is set to become the go-to platform for Canadian consumers seeking reliable allergen information while also highlighting local brands and fostering the “Buy Canadian” movement.

The new section is designed with a focus on clarity and ease-of-use. Users can filter brands based on specific allergens—such as peanuts, tree nuts, gluten, dairy, and soy—and further narrow their search by region or province. This dual functionality not only empowers consumers with actionable information but also helps drive consumer preference towards Canadian brands. By showcasing brands that comply with Canadian labeling regulations and meet international standards, the platform positions itself as a trusted intermediary for both consumers and brand partners.

***“Our mission is to serve the food allergy community by providing transparent, accessible data on allergy-friendly brands,” stated Sumit Chhabra, CEO and Founder of Flappd Tech Inc. “This initiative is timely given the increasing consumer demand for local products. At the same time, we remain fully inclusive of international partners who meet Canadian standards, ensuring our platform serves a diverse user base.”***

For brand partners, the Allergy Friendly Canada section offers an attractive opportunity to connect with a targeted audience. Brands that claim their listing will benefit from increased visibility through our curated listings, which are optimized for search engines and promoted via SEM, SMM, and PR channels. While all listings are free and merit-based, Flappd Tech Inc. is exploring future options for featured placements to further elevate brand profiles.

### **Key features of the new section include:**

- **Intuitive Search and Filtering:** Allowing users to easily select allergens and regional preferences.
- **Compliance and Transparency:** Featuring self-reported data from reputable brands that follow Canadian labeling regulations and internationally recognized GMP-based certifications like BRCGS and SQF.
- **Community Recommendations (Launching Soon):** Empowering users to share and discover trusted allergy-friendly brands tailored to their dietary preferences.



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Flappd Tech Inc. plans to continuously update the platform through quarterly reviews, ensuring that all brand information remains current and accurate. This proactive approach not only reinforces consumer trust but also offers brands a dynamic and responsive platform for engagement.

***“We believe that a transparent, user-focused approach benefits everyone—from consumers navigating complex dietary needs to brands looking to build trust and loyalty in a competitive market,” added Neha Chhabra, PhD, Advisory Board Member at Flappd Tech Inc.***

For more information on the new “Allergy Friendly Canada” section, or to schedule an interview with our leadership team, please contact support at Food Allergy App or visit the [Allergy Friendly Canada](#) section.

## **About Flappd Tech Inc.**

Flappd Tech Inc. is committed to innovating in the food allergy space through technology. With a focus on safety, transparency, and community empowerment, the Food Allergy App aspires to become a trusted resource for millions of users navigating the challenges of food allergies.

## **Media Kit**

High-resolution images and additional press materials available upon request.

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