

## Our eNews Advertising is:

An **effective** and **cost effective** means of promoting directly to your **targeted market**.

**Highly respected** and widely **trusted** as a leading source of up-to-date food allergen news and information.

An opportunity to **promote** specialist services and products to **key decision makers**.

Advertise now – eNews Advertising

## eNews Advertising

[www.allergenbureau.net](http://www.allergenbureau.net)

The Allergen Bureau aims to facilitate the improvement of food allergen management across the Australian and New Zealand and global food industry. Allergen Bureau Members – including large, medium and small, food companies and individual members – are recognised as leaders in this area.

The Allergen Bureau website and eNews provides a resource for all food companies to proactively address food allergen issues, including training, information, food allergen FAQs, VITAL Online and helpline advice.

With over 6,500 recipients, our eNews advertising is your chance to present your organisation's products and services to a targeted international audience within the global food industry.

Book to advertise now  
[info@allergenbureau.net](mailto:info@allergenbureau.net)

## What it costs

1 edition (1 month)

\$100 \*

12 editions (1 year)

\$600 \*

24 editions (2 years)

\$1080 \*

\* plus 10% GST for Australian companies

# Your eNews advertising

- Contact the Allergen Bureau - [info@allergenbureau.net](mailto:info@allergenbureau.net)
- Select advertising option
- Provide Images: logo (must be high quality – prefer high resolution jpg or eps file for logos)
- Your logo will be hyperlinked to your Allergen Bureau Services Directory listing (preferred option) or other URL as advised
- Advise payment option & details - EFT or Credit Card



The incidence of food allergies around the world is increasing.

More than 8% of children and 2% of adults in countries such as Australia and New Zealand are allergic to one or more foods.

Provision of allergen information for consumers is an important and complex matter, with specific legal requirements as set out in the Australia New Zealand Food Standards Code.

If you are involved in supplying products and services to the food industry, you would benefit from advertising on the Allergen Bureau eNews.

# Managing food allergen risks in industry

The Allergen Bureau is an industry body established in 2005 as an initiative of the Australian Food & Grocery Council Allergen Forum, and operates on a membership basis. The Allergen Bureau provides rapid responses to members' questions concerning the management of food allergen risks in food ingredients and manufactured foods in Australia and New Zealand.

The core objective of the Allergen Bureau is to share information and experience within the food industry on the management of food allergens to ensure consumers receive relevant, consistent and easy to understand information on food allergens.

Most of the visitors to the Allergen Bureau website are from either Oceania or Europe. About 46% of website visitors are from Oceania (Australia is 38% and New Zealand is 7% of total visitors) and 32% are from Europe (UK 7%; Germany; 6%; France 4%, The Netherlands 3% of total visitors). The Americas make up 10% of visitors (USA 7% and Canada 2% of total visitors).

The growth in the incidence of food allergens is an international phenomenon. The Allergen Bureau draws on and disseminates information from all over the world on food regulations and the latest scientific research on food allergens including emerging food allergens.

The Allergen Bureau is a wonderful example of cooperation amongst competitors in the food industry, with national and multinational food manufacturing and marketing companies, suppliers, importers, exporters, retailers and consumer groups sharing information on managing the risks of food allergens in industry in the interests of consumers.

For more information go to [www.allergenbureau.net](http://www.allergenbureau.net)

## Advertising Policy

The Allergen Bureau Ltd. accepts advertising in the eNews by members and non-members of products and services appropriate to the field of food allergens. The fee is \$100 (plus 10% GST for Australian companies) per single monthly edition, \$600 (plus 10% GST for Australian companies) per year (i.e. 12 monthly editions), or \$1080 (plus 10% GST for Australian companies) for 2 years (i.e. 24 monthly editions).

The presence of a listing on the Allergen Bureau eNews does not imply endorsement of the product or service, or the company supporting the product or the service being advertised.

The Allergen Bureau reserves the right to refuse a listing if it is not considered suitable for the eNews.

eNews advertisers do not exert any influence on the eNews content, selection of content or presentation of material on the Allergen Bureau eNews or web site.

Advertisers are responsible for complying with the relevant Australian guidelines for advertising their products and services and must be able to substantiate any claims they make.

The Allergen Bureau respects your privacy and does not pass any information regarding individual members or users to advertisers or sponsors.

If you follow a link from an eNews listing you may be taken to a third party website. The Allergen Bureau does not review or control the content of third party websites and is not responsible for the accuracy of the information contained, or the views expressed, in those sites. If you supply information to those sites, or access their products and services you do so at your own risk.

The Allergen Bureau Ltd  
ACN 162 786 389  
Australia 0437 918 959  
International +61 437 918 959  
email [info@allergenbureau.net](mailto:info@allergenbureau.net)  
website [www.allergenbureau.net](http://www.allergenbureau.net)

THIS POLICY MAY BE REVISED PERIODICALLY.



Advertise  
Now!