



New Survey Shows Over Half of American Households Impacted by Food Allergies or Sensitivities
Food allergy community overwhelmingly indicates that allergy-free food options are too limiting

(LOS ANGELES, CA: FEBRUARY 18, 2021) – A recent survey from That's it. Nutrition shows that **51% of American households are impacted by food allergies or sensitivities**. These results, taken from a 10,000-person survey with real-time marketing research platform [Suzy](#), suggest that the number of those impacted by food allergies or sensitivities is even higher than recent studies have indicated.

Food allergies can be a notoriously difficult area to understand, and much of the information on it can seem conflicting. However, it has never been more important to bring awareness and understanding to the disease. Food allergies now affect a record-high percentage of American households, and that number continues to rise. In fact, the Center for Disease Control & Prevention reported a 50% increase of food allergies in children from 1997 – 2011¹.

The risks associated with food allergies continue to be high for both children and adults. Even trace contacts have been known to trigger severe reactions, making transparency in food items essential for those who suffer from them. Package label transparency has long been an issue in the food allergy community, and became even more heightened with the U.S. Food & Drug Administration's recent move to allow "flexibility" in food labeling requirements to minimize supply chain disruptions due to the COVID-19 pandemic². Therefore, it's not surprising to learn that **65% of those surveyed indicated that they feel anxious when buying a new food product for the first time**.

In addition to the emotional toll, the financial cost of food allergies can be high. In fact, caring for children with food allergies cost American families almost \$25 billion a year³. However, perhaps due to the anxiety associated with finding trustworthy brands, **61% of those surveyed indicated that they are willing to pay more for food products** from an allergy-free brand that they trust. Yet, there is still much-needed room for growth in the food product space, as **69% of those living with food allergies indicated that allergy-free food options are too limiting**.

"We knew that a high percentage of American households suffered from food allergies or sensitivities, but even we were surprised to see how high," said That's it. Founder and CEO Dr. Lior Lewenzstain. "This new data cements the need for food brands to step up for the food allergy community – both in delivering more inclusive, allergy-free options, and in providing absolute assurance that products are made in completely allergen-free settings."

With its Fruit Bars, That's it., known for its portfolio of natural, plant-based super snacks, now has the #1 allergen-free nutritional bar in the country⁴. These celebrated bars are made from only two ingredients: fruit and fruit. As with all That's it. products, they are free from the top 12 allergens, and manufactured in a dedicated facility to ensure absolute food allergy safety. Other allergy-safe products from the healthy snacking company include: Mini Fruit Bars, Probiotic Fruit Bars, Crunchables, and the company's brand-new line of vegan dark chocolate truffles.

¹ <https://www.foodallergy.org/resources/facts-and-statistics>

² <https://www.fda.gov/food/cfsan-constituent-updates/fda-announces-temporary-flexibility-policy-regarding-certain-labeling-requirements-foods-humans>

³ <https://www.foodallergy.org/resources/facts-and-statistics>

⁴ SPINS scan Natural and Specialty Gourmet Channels (proprietary), SPINS scan Conventional Multi Outlet (powered by IRI); TOTAL US – Dollar Sales, Wellness Bars, 13 Quads End 2020-Sep-06

About That's it.

That's it. is dedicated to making delicious, convenient, plant-based super snacks from only the purest ingredients, and completely free from the top 12 allergens. Since 2012, it has been innovating the natural foods category in the United States with its portfolio of simple and nutritious snacks made from real, whole foods. That's it. transparently makes **Snacks Without Secrets**, with all items containing four ingredients or less. Its flagship Fruit Bars, now the #1 fruit bar in America, contain only two ingredients: fruit + fruit. That's it. You can find That's it. nationwide at your local Starbucks, at major retailers such as: Target, Whole Foods, Costco, 7-Eleven, Walmart, VONS, CVS and Kroger, and online at [Amazon](#) and www.thatsitfruit.com. Learn more on [Instagram](#) and [Facebook](#).

About Suzy Survey:

The That's it. "Food Allergies" study surveyed 10,000 U.S. consumers in January 2021. The samples are representative of U.S. consumers and census-weighted across age, gender, ethnicity, and region to accurately reflect attitudes across the broader American consumer population.

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