free8

Free from the top 8 allergens. Made for sharing.

Allergy-friendly e-commerce · Santiago, Chile

WHO WE ARE

Free8 is an allergy-friendly online store launching in Chile. Our promise is simple: **everything we sell is free from the top 8 allergens** (milk, egg, soy, peanut, tree nuts, wheat, fish and shellfish), so a family can shop without reading every label and every child can eat the same snack at the party.

THE OPPORTUNITY

- Food allergies are rising in Chile, with an estimated prevalence close to **6% in children** and 4% in adults.
- A Ministry of Health study estimated cow's milk protein allergy incidence at **4.9%** of infants.
- Families have very few safe, appealing options, and no local brand is dedicated to top-8-free snacks.
- Demand is inelastic: allergy families can't compromise, and they stay loyal to brands they trust.

WHO WE SERVE

- Families with children who have one or more food allergies.
- Breastfeeding mothers on elimination diets.
- Schools, birthdays and gatherings where safe snacks are needed for everyone.
- Anyone avoiding multiple allergens, plus vegan and dairy-free shoppers.

HOW WE GO TO MARKET

1 Direct to consumer

Own e-commerce with a curated range, presales and an active community of allergy families.

2 Specialty retail

Health food stores, pharmacies and pediatric nutritionists who recommend safe brands.

3 Wider retail

Supermarket chains, once sell-through is proven with real data.

WHAT WE LOOK FOR IN BRAND PARTNERS

- Products made in dedicated allergen-free facilities, with clear allergen policies.
- Shelf-stable, kid-friendly snacks, treats and baking mixes.
- Partners open to exporting to Chile, starting with samples and a first wholesale order.

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