



VITACOST.COM LAUNCHES “SHOP BY SPECIALTY” STORE

*Shopping experience caters to gluten-free, vegan, paleo, allergen-free
and other specialty lifestyles*

BOCA RATON, Fla., January 27, 2017 – Vitacost.com, Inc., a leading online retailer of health and wellness products, announced the launch of a new [Shop by Specialty](#) store, a full resource center for those with specific dietary and lifestyle needs.

The launch comes on the heels of growing consumer demand for allergen-friendly and lifestyle-specific products. According to data collected by Packaged Facts, 44 percent of adults reported that food restrictions, food allergies or avoidance of certain ingredients dictate what they eat. "Our customers are passionate about their unique needs, and our new [Shop by Specialty](#) offering is designed to make it easy and intuitive to shop for health-enhancing products that fit those lifestyle needs," explained Matthew Gardner, Director of Customer Experience for Vitacost.com.

The [Shop by Specialty](#) store includes educational information and easy-to-make recipes, along with thousands of hard-to-find products suitable for gluten-free, paleo, vegan, non-GMO and organic diets, with additional product collections designed to accommodate some of the most common food allergens, including peanut-free, tree-nut-free, dairy-free, egg-free and soy-free. The selection goes beyond food, offering suitable suggestions for supplements and beauty products, as well as home essentials.

Customers who visit the **Shop by Specialty** store are easily able to access:

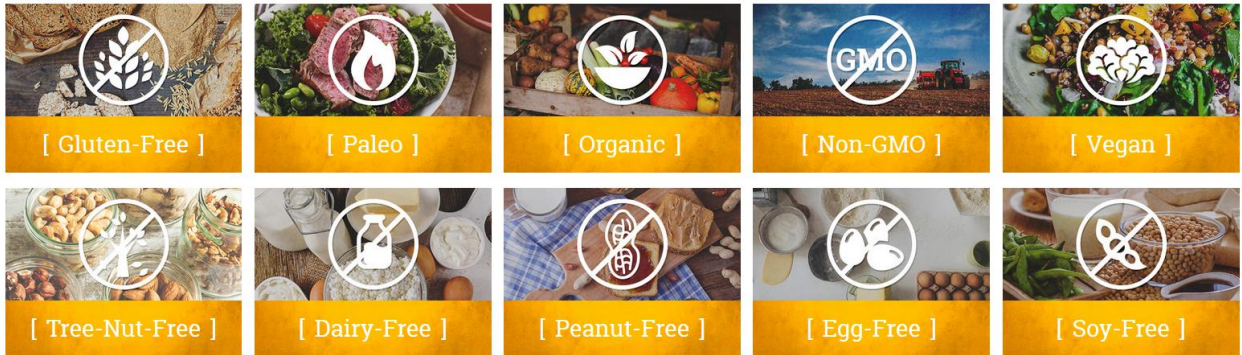
- 18,000+ gluten-free products
- 8,000+ organic products
- 6,000+ vegan products
- 3,000+ peanut-free products
- Free guides, tips, recipes and trusted product recommendations

To visit the **Shop by Specialty** store, please go to www.vitacost.com/specialty-diets



Shop by your specialty diet or allergen needs

Whether you avoid certain ingredients due to allergies, personal preferences or ethical concerns, checking labels, asking questions and worrying about every item you buy is part of your daily life. It's not easy and can take up a lot of time! That's why we offer tons of allergen-friendly foods, non-GMO supplements, tips and recipes for specialty diets, vegan beauty products and more--so you can find everything you need for your lifestyle quickly and easily.



About Vitacost.com, Inc.

Vitacost.com, Inc. is an online retailer of health and wellness products, providing an award-winning experience to customers through its website, www.vitacost.com. Vitacost.com features affordable pricing up to 50% off retail and speedy delivery on 40,000 items, including dietary supplements (vitamins, minerals and herbs), hard-to-find specialty foods, organic body and personal care products, pet essentials and sports nutrition products. In addition, Vitacost.com strives to motivate, educate and inspire healthier living for customers by creating and curating thousands of helpful tips, expert articles and recipes woven throughout the shopping experience. Vitacost.com is a subsidiary of The Kroger Co.

Media Contact:

Katie Kaleita

PR@vitacost.com

561-893-8282