

Taste Guru Acquires GFreely

Written by Australian Business



Taste Guru's CEO David Fishman talks about Taste Guru



(PRLEAP.COM) Taste Guru, one of America's leading gluten-free advocates and box of the month services, announces the acquisition of GFreely's gluten-free subscription service. This month's purchase of GFreely makes Taste Guru the largest monthly box program dedicated to gluten-free products and living. Taste Guru welcomes all Gfreely members, past and present, to try Taste Guru at a discount. Contact us to learn more.

Taste Guru began offering its box-of-the-month to the public in December of 2012. Throughout the past year Taste Guru's membership base has grown substantially and now sends its gluten-free care packages to thousands of members monthly. With the acquisition of GFreely, Taste Guru will add a devoted and large group of additional gluten-free consumers.

Taste Guru's founder David Fishman, who was diagnosed with celiac disease in July of 2010, states, "with Taste Guru gluten-free living no longer means eating unappealing, bland food. Our aim is simple: to make gluten-free living and eating as easy and enjoyable as possible."

Taste Guru has changed the way gluten-free consumers find great-tasting food. They work closely with vendors to find the best tasting gluten-free foods on the market and introduce those products to thousands nationwide. Taste Guru's offerings stand out from other monthly subscription services by providing full-size products as opposed to sample-size items.

According to Mr. Fishman, "data shows that 1 in 9 Americans are affected by gluten intolerance. By combining Taste Guru and GFreely we can continue to educate and offer our members the best and the newest gluten-free foods on the market."

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About Taste Guru Taste Guru is the leading gluten-free monthly box club and resource for gluten-free consumers. The expert Taste Guru Tasting Team samples hundreds of products and carefully curates a box of their favorites monthly. Each month Taste Guru sends their gluten-free care packages to thousands of members nationwide. With Taste Guru those eating and living gluten-free can fall in love with food all over again.

For further information, contact:

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