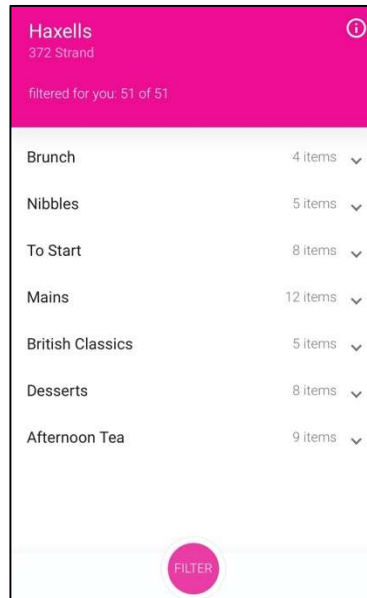


STRAND PALACE ANNOUNCE NEW INNOVATIVE ALLERGEN APP!



Strand Palace has announced the implementation of the 'And it Has' app; the innovative menu, allergy and ingredient app, which was launched this month at the London Olympia Restaurant Show.

The new app, which will be introduced at the hotel's brand-new restaurant and bar Haxells, allows restaurants to publish menu, allergen and ingredients on the platform, making eating-out for food conscious consumers, easier and safer for anyone on a restrictive diet.

With the 'And it Has' app, once you enter a restaurant a personally filtered menu is presented instantly on your phone. For those without the app, access to the same 'And it Has' menu is done by scanning a QR code - no app install is required.

The app's core service is free for all businesses with chargeable value-add modules being launched soon. Starting next month, Strand Palace will take first installation of the first module - TRACKER. TRACKER allows a guest to communicate their dietary needs discreetly and directly with the Chef preparing their meal. The meal is then delivered with a receipt confirming that the food was prepared in line with the customer's needs.

The arrival of the app comes at a time when almost two million people in the UK are reporting suffering from food allergies. At present, there are 14 allergens that



food providers are required under law to alert people to, including nuts, milk and eggs. However, some people are only allergic to certain things within a group and require full ingredients list, which under current legislation is not a requirement.

David MacRae, Managing Director of Strand Palace said:

“At Strand Palace we are absolutely committed to the safety of our customers and want to enable our guests to dine in confidence, knowing that they have full knowledge of everything that has gone into their chosen dish.

“Identifying allergen groups is not enough, which is why we need to provide full ingredient lists with apps like “And it Has” to avoid problems and provide reassurance to our guests and give them the easiest, safest and most enjoyable experience possible.”

Founder and lead-developer at *And it Has* Richard Reynolds , explained

“Eating out is troublesome for people like me with intolerances, and downright dangerous for someone with allergies.”

“Having talked to 100s of food businesses we learned that most truly care about their customer’s health, but efficient tools and processes were lacking – this inspired And it Has’ ”

Strand Palace was established in 1909 and remains one of London’s most iconic hotels. Boasting 785 guest rooms, the hotel has recently undergone extensive refurbishment, including the transformation of the reception, concierge and bar areas that embraces 1920s Art Deco style. The hotel’s brand-new restaurant, Haxells, has also recently opened, in addition to a private dining room and dedicated Afternoon Tea Salon; the restaurant’s menu celebrates the best of modern British cuisine.

Located in the heart of Central London, the hotel is perfectly situated to explore the city on foot; from the shops, theatres and restaurants of Covent Garden and Leicester Square, to the culture and history of Westminster, and across Waterloo Bridge to the cultural delights of the South Bank. For exploring further afield, the hotel is also close to Charing Cross, Embankment and Covent Garden underground stations, and Charing Cross national rail station.



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About Strand Palace

Having welcomed guests since 1909, Strand Palace is surrounded by the best London has to offer. Set on the Strand, the hotel is located just minutes from Covent Garden and the River Thames, making it the perfect location for guests looking to indulge themselves in the heart of London.

History of the Haxells Name

It was J. Lyons & Co, who in 1907 gained permission to build a 'grand' hotel in the Strand. Two years later Strand Palace was built, however the hotel was significantly smaller and resided on the corner of Exeter Street and the Strand. In 1922, J. Lyons & Co acquired the neighbouring Haxells family hotel, making Strand Palace a 785-guestroom hotel. With Haxells Family Hotel having played an integral part of Strand Palace's history, it was unanimously agreed to name the new restaurant in its name.

About Points Covered (andithas.com)

Points Covered is the start-up home of andithas.com. A passionate team on a mission to make eating out safer and easier for people with allergies and intolerances. The company was established in Ipswich, U.K. this year and operates globally.

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