Konverge>

MENUSANO

NUTRITION ANALYSIS

SOFTWARE

An award winning, online nutrition
analysis software that allows
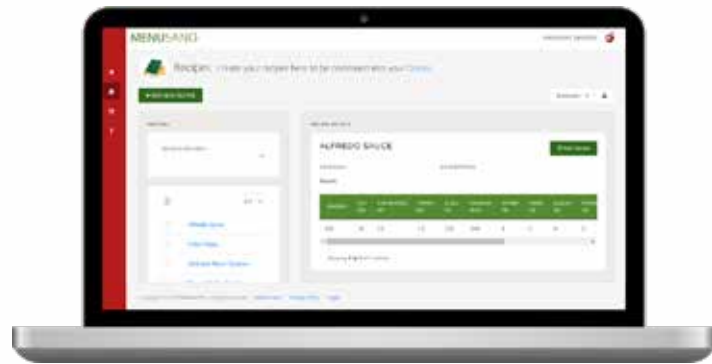users to obtain calorie and
nutrition information
on the spot.

OVERVIEW

Region: Global

Industry: Technology

CUSTOMER PROFILE

MenuSano is a nutrition tech company dedicated to improving public health by reducing rates of obesity and obesity-related illnesses such as type 2 diabetes and heart disease. Their mission is to create an affordable and accurate nutrition analysis software for restaurants, food services, and food manufacturers so that they can easily inform consumers about the nutritional content of their food items.
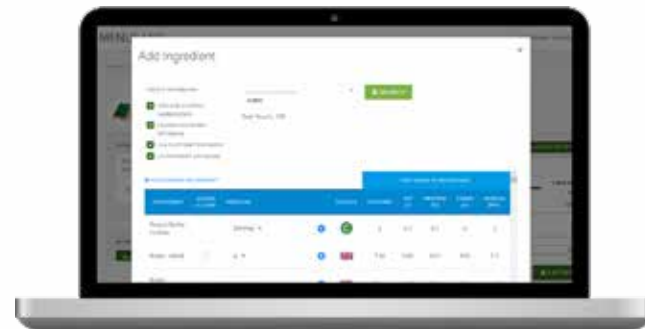
THE PROBLEM

Traditional methods for nutrition analysis are to either calculate it manually or send food items to a lab for chemical analysis. Lab fees can cost up to $1200 per item with a 2-8 week turnaround time. This wait time is not ideal in the foodservice industry where menus can often change seasonally or based on fresh local food supply. Furthermore, because profit margins for restaurants and other food services are low, sending food items to a lab is too costly. Calculating nutrition manually is time-consuming and requires expertise. An easy-to-use, flexible, and affordable solution was required in order for restaurants and other food services to be able to show nutrition information at the point of sale.

In 2016, both the United States federal government and the Province of Ontario placed menu labelling legislation into effect. In the United States, the menu labelling legislation was a part of the Affordable Care Act, in Ontario, The Healthy Menu Choices Act. In both cases, the act requires restaurants with 20 or more locations to display calories at the point of sale for all food and beverages sold.

CASE STUDY

SOFTWARE FEATURES

- Nutrition Facts Labels
- Nutrition Analysis
- Recipe Experimentation
- Allergen Tracking
- FDA & CFIA Compliance
- Recipe Costing
- Extensive Ingredient Database
- Custom Ingredients
- Recipe Management

THE SOLUTION

MenuSano's workflows were created in the kitchen cooking alongside chefs. MenuSano allows an industry professional to input the ingredients that make up a recipe and creates a corresponding nutrition facts label. Recipes can be combined to calculate the nutritional content of an entire dish. The nutrition information that MenuSano provides can be downloaded as a nutrition fact label to place on a product or simply used on a menu or other marketing material by the business.

To calculate nutritional values, MenuSano uses theoretical analysis. Theoretical analysis is done by taking data from ingredients that have been previously chemically tested and scaling those nutrient values to match the amounts used in the final food product. MenuSano obtains these values from government databases, including the United States Department of Agriculture (USDA), the Canadian Nutrient File (CNF), and Public Health England's McCance and Widdowson's Food Composition Database.

Additionally, it is possible to add custom ingredients not found in MenuSano's extensive databases by using the nutrition information on the product packaging. MenuSano's calculations comply with both the United States Food and Drug Administration (FDA) and the Canadian Food Inspection Agency (CFIA).

MenuSano also allows food services to organize and store their recipes securely on the cloud. Recipes are organized by categories so that they can be easily found in the system. The ability to swap out ingredients and instantly see the effects on the recipe's nutrition, allows users to experiment with recipes to make them healthier.

MenuSano also enables Recipe Costing. Users can upload ingredient costs so that when creating recipes, the cost can also be viewed. "What-if" cost scenarios can be created by swapping ingredients to obtain the lowest cost of a recipe without sacrificing its quality or taste.

"With diseases and obesity on the rise, I wanted to provide a tool that would impact people's lives. People want more control over their health now more than ever, and it can start with making healthy food choices. Providing a tool for the foodservice industry that lets them contribute and provide the information to their clients is impacting the food decision consumers make. This, in turn, helps them lead healthier lives."

Sonia Couto,
Founder of MenuSano

THE RESULT

The software allows industry professionals to experiment and compare the nutrition profiles of every recipe and dish. Furthermore, they can manage and store their recipes online and conduct recipe costing. There is significant time and cost savings using MenuSano for nutrition analysis over traditional methods.

The time it takes to obtain a nutrition analysis of a recipe is reduced from weeks to minutes with a cost savings of up to 97%.

MenuSano is used globally by restaurants, bakeries, cafes, hospitals, medical clinics, meal kits, food manufacturers, cannabis edibles producers, culinary schools, and other educational institutions.

How to MenuSano Works

SOLUTION PROVIDER

Clients have been coming to Konverge for over 25 years for help with leveraging technology to meet their organizational objectives. Konverge's consulting practice includes custom software development and mobile application development. In addition, Konverge markets a portfolio of award-winning software solutions.

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