



## A Healthy Town Initiative using Nutritics Connect



Comhairle Contae  
Fine Gall  
Fingal County  
Council





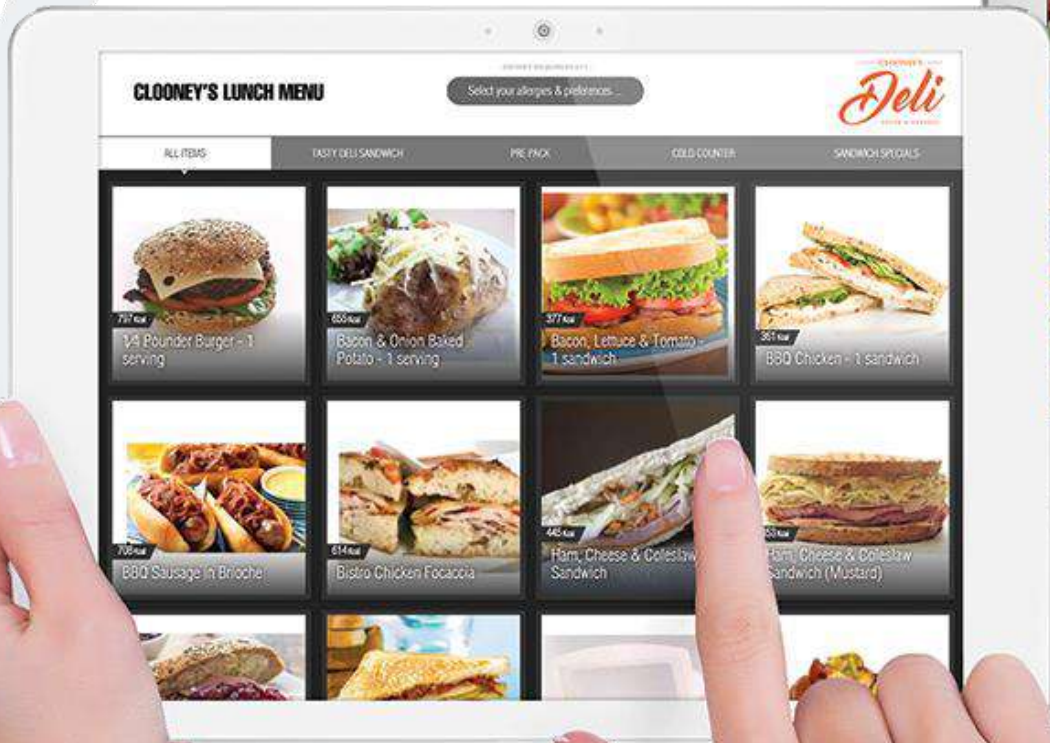
Nutritics software has been used by over 60,000 forward thinking nutrition professionals, educators and the food businesses to enable better decision making for their business and their clients

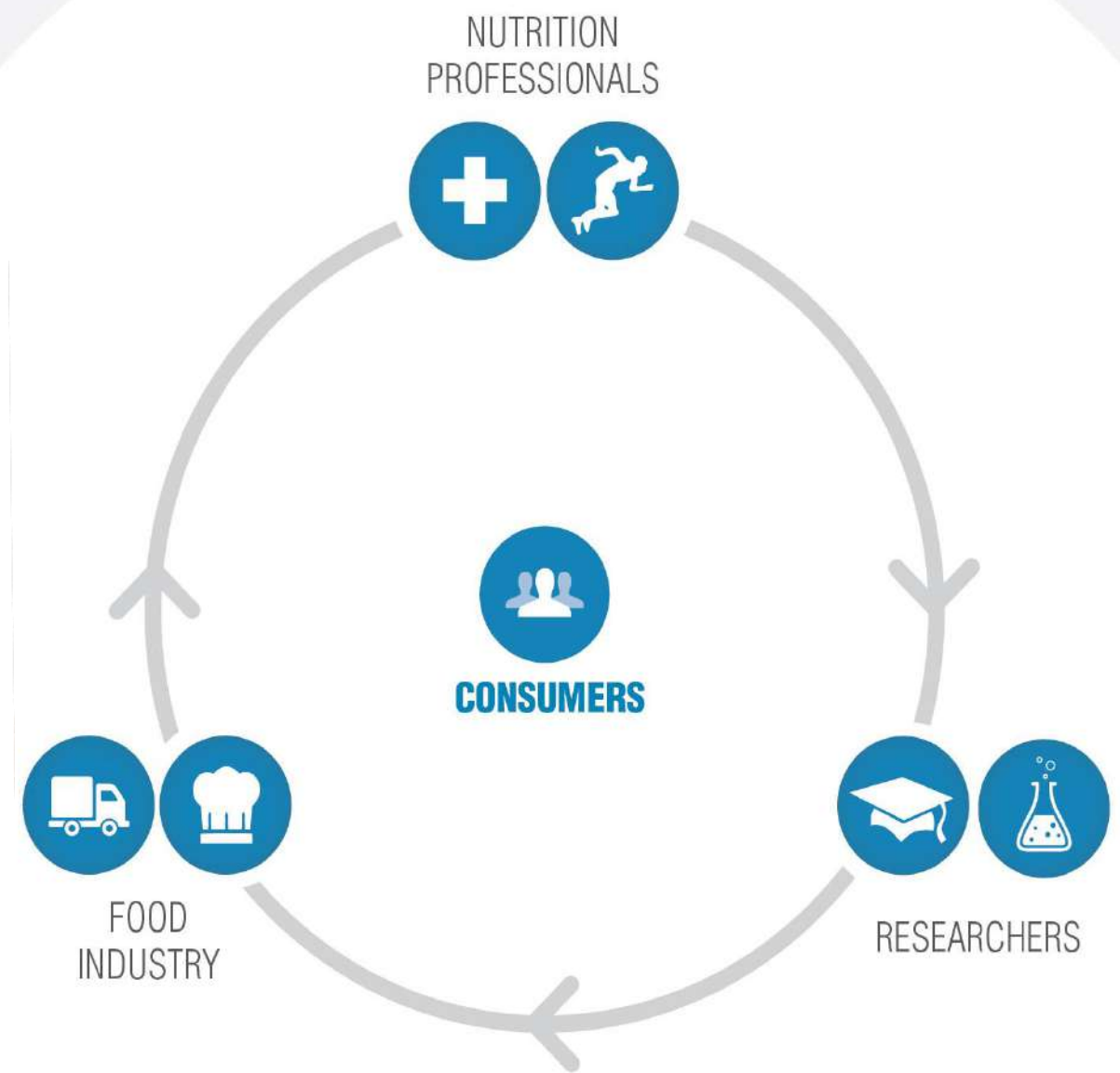
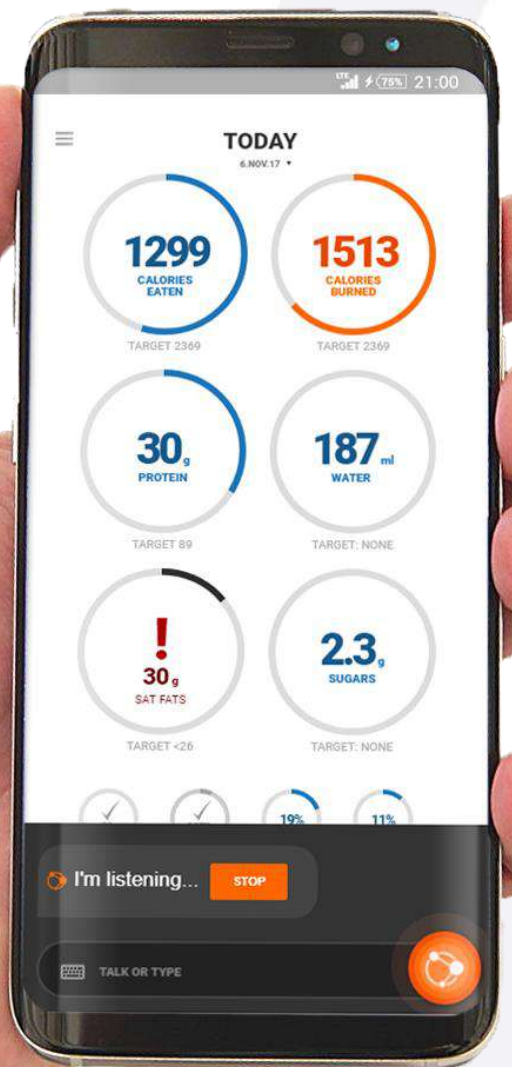




# ***NUTRITICS***

Nutritics is a software platform that makes food information more reliable, more accessible and **more valuable** using technology to enable **informed food choices**

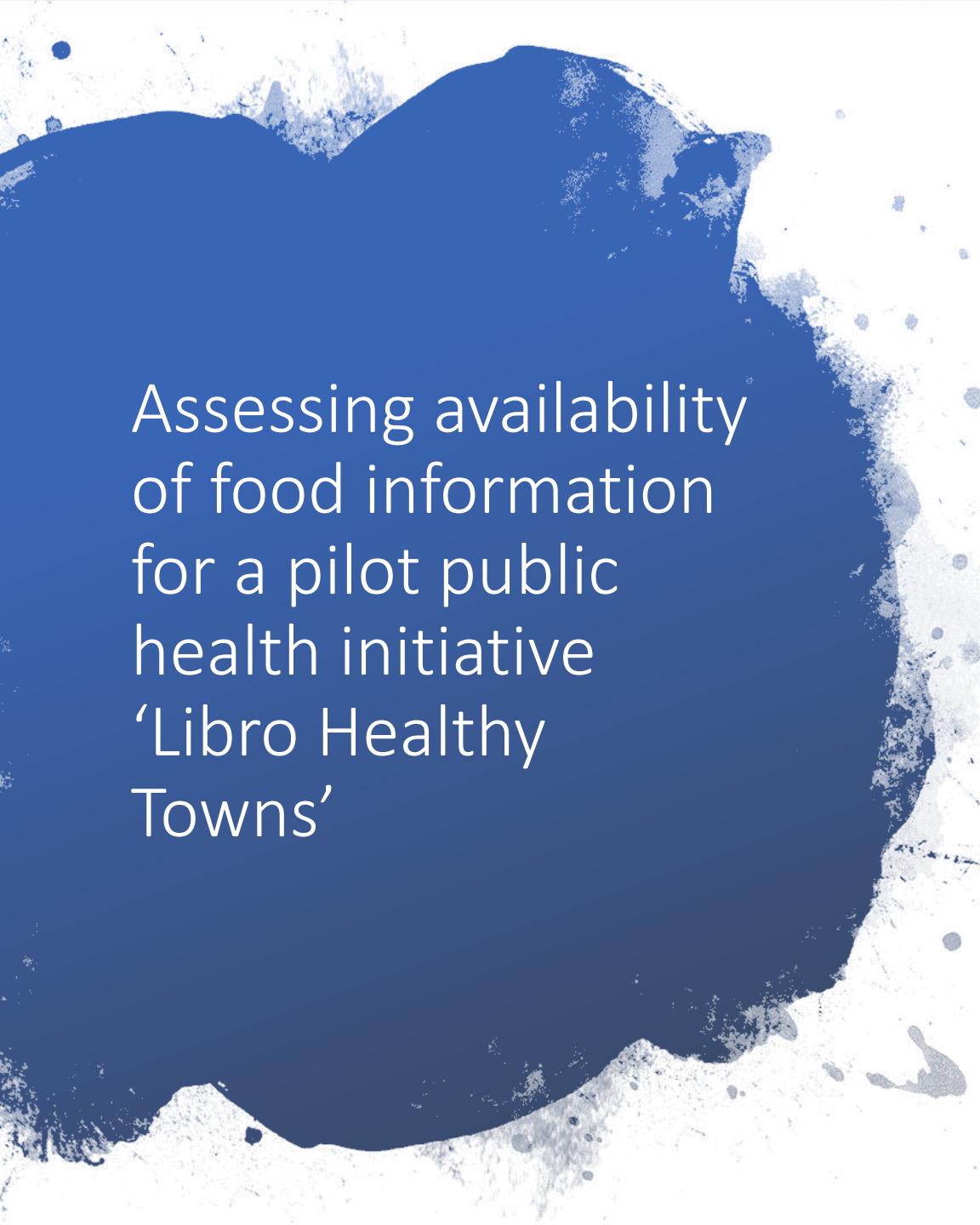






- Calorie labelling on menus, although not yet legally required in Ireland, has strong consumer demand with **96%** saying they would like the information to be available (FSAI, 2012)
- Allergen Labelling is legally required\* yet **88%** of food businesses require corrective action upon inspection (FSAI, 2017)

\*Required under EU Reg 1169/2011 and Irish Interpretation SI 489/2014  
“Putting Calories on Menus in Ireland, What Consumers Want” FSAI, 2012  
Targeted Audit of Allergen Information on Non-Prepacked Food, FSAI, 2017



# Assessing availability of food information for a pilot public health initiative 'Libro Healthy Towns'

**AIM:** To establish a baseline of available information in order to evaluate the impact of the public health Initiative "Libro Healthy towns"

**METHODS:** 54 food businesses were visited in Swords, Co. Dublin and presence of nutrition and allergen information was recorded according to 1) Available and on display 2) Available on Request 3) Available verbally or not at all

**RESULTS:** 63% of businesses had allergen information on display, and 31% had it available on request.

Calorie information was available for 24% of sites (n=13). Multi-site businesses were significantly more likely to display calorie information vs. independent chains ( $p=.03$ ). Significantly more multi-site businesses reported that consumers had requested calorie information vs independents at 77% and 26% respectively ( $p<.001$ ).

# Reasons for not providing calorie information

(n=54)

Decision was not theirs to implement	31.0%
Limited technological ability or time	25.0%
No reason given	19.0%
Calorie information would negatively impact sales	12.5%
Fear around data storage of proprietary dishes	12.5%



## **TYPE OF FOOD INFORMATION**

- 1) Sites used  $72 \pm 41$  ingredients
- 2) Mean of  $33 \pm 16$  items on the menu (excluding drinks)
- 3) Mix of single ingredient items (generic foods) and branded items present at each site, ranging from 21%-97% generic foods.

## **TOP REASONS FOR INTEREST\***

- 1) To calculate & monitor recipe production costs
- 2) To reduce the admin time and perceived risk in providing up to date food information
- 3) To receive customer referrals from Libro

\* (independent sites,  $n=23$ )

## **TOP REASONS FOR INTEREST\*\***

- 1) To reduce the admin time and perceived risk in providing up to date food information
- 2) To reduce and monitor food waste
- 3) To be part of a healthy community initiative

\*\* (multi-site,  $n=31$ )

# THANKS TO OUR PILOT SITES!



**The Grillhouse**, Swords Castle



**Tartan Larder Cafe**, Main Street





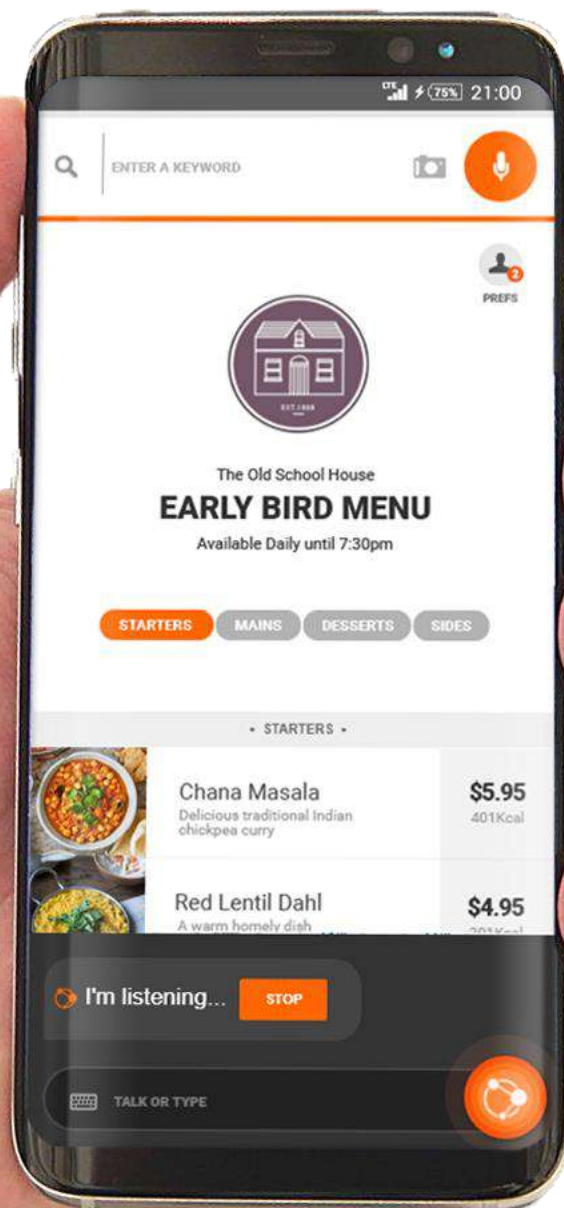


## WHY TAKE PART?

- ✓ Calculate costs, nutrition & allergens of your recipes
- ✓ Produce printed reports, labels and access to your menu on phones & tablets
- ✓ Customers are referred to you via Libro
- ✓ Gain customer loyalty and brand satisfaction
- ✓ Make marketing claims with confidence
- ✓ Be part of a Healthy Community Initiative

# BENEFITS FOR YOUR CUSTOMERS

- ✓ Find local food outlets that suit dietary requirements & preferences
- ✓ Track food intake, nutrition, sleep & exercise in line with personal goals
- ✓ Find nutrition professionals to consult with in-app (from Dec 2019)
- ✓ Learn how to achieve goals with in-app educational resources















CLIENT'S RECORDS
RECIPE x

CREATE... Search Foods & Recipes... x
Bacon Pasta With Pesto Description: 
EXPORT TO

MY FOODS MY RECIPES

-  Chocolate Chia Seed Puddings
-  Falafel Burgers
-  Falafel Pitta
-  Firecracker Chicken Noodle Salad
-  Garden Salad
-  Gennaro's Mini Pizzas
-  Gluten Free Pancakes
-  Halloumi Beetroot Salad
-  Kale and Beetroot Smoothie

### Overview ...



376

Kcal / 100g

CALORIES:

**31% Carbs**

**16% Protein**

**52% Fat**

### Grouping & Collaboration ...

NEW GROUP... +

+ Add collaborator

### Food Labelling ... Database values, converted to labelling standards

Label values per **100g**

Total portions: **4**

	PER 100G		PER 247G SERVING	
EnergyKcal	383 <sup>kcal</sup>	19%	946 <sup>kcal</sup>	47%
Energy kJ	1591 <sup>kJ</sup>	19%	3929 <sup>kJ</sup>	47%
Fat	22 <sup>g</sup>	31%	54 <sup>g</sup>	77%
of which saturates	5.1 <sup>g</sup>	25%	12.6 <sup>g</sup>	63%
Carbohydrate	28 <sup>g</sup>	11%	70 <sup>g</sup>	27%
of which sugars	1.9 <sup>g</sup>	2%	4.8 <sup>g</sup>	5%

MODIFIERS	
Total weight:	987.5g
Weight after cooking:	988
Weight change factor:	1
Total portions:	4
Inedible waste:	Remove automatic
Profit margin %:	50

# REFORMULATE RECIPES

	PER 100G	%RI	PER 338G SERVING	%RI
Energy(Kj)	467 kJ	6%	1579 kJ	19%
Energy(Kcal)	112 kcal	6%	379 kcal	19%
Fat	7 g	10%	24 g	34%
of which saturates	1.9 g	10%	6.4 g	32%
Carbohydrate	1.6 g	1%	5.4 g	2%
of which sugars	1.4 g	2%	4.8 g	5%
Fibre	0 g	0%	1.1 g	4%
Protein	11 g	22%	36 g	72%
Salt	0.88 g	15%	3 g	50%

MODIFIERS	
Total weight:	338g
Weight after cooking:	338g
Weight change factor:	1
Profit margin %:	70
Tax rate %:	9
Prep Time (mins):	
Cooking Time (mins):	
Shelf Life:	
Storage:	
Brand:	

**Reformulation Suggestions:** 0.59g 1.8g

**Calculated Suggestions:**

- Reduce **Salmon, smoked (cold-smoked)** to **28g** ▼30%  
 Reduce **Rock Salt, pink** to **0.7g** ▼30%  
 Set serving size to **241g** ▼29%

**Top sources:** 40% Salmon, smoked (cold-smoked) 32% Rock Salt, pink 20% Eggs (hens), whole, raw 8% Others

Description:	Method:	Cost:
3 eggs	unchanged	€0.86
	unchanged	0.00
	unchanged	0.00

# NUTRITION & HEALTH CLAIMS

RECIPE x MENU

**Egg Sandwich** On brown bread EXPORT TO

x	Mayonnaise, reduced fat	15g	15g	unchanged	€0.19
x	Mixed Salad Leaves	15g		unchanged	0.00
x	Chilli powder	1.35g		N/A	0.00

TOTAL COST: **€0.57** RRP: **€1.79**

[+ ADD AN INGREDIENT](#) [SCALE THIS RECIPE](#)

► Portion Size Options ... click to expand

► Allergens & Properties ... click to expand

▼ Nutrition & Health Claims... All applicable claims are listed

Low Sugar

High in Fibre

High in Protein

Source of Vitamin D

Source of Riboflavin

High in Vitamin B12

Source of Biotin

Source of Chloride

Source of Phosphorus

Source of Selenium

Source of Iodine



# Watermelon Feta Cheese Salad

By Nutritionix Demo

YOUR LOGO  
GOES HERE



Food Labeling

Label values per 100g

	PER 100g	%	PER 100g (reference)	%
Energy/kcal	150	-1%	172	8%
Energy/kJ	620	-1%	713	8%
Fat	11.9g	23%	13.7g	20%
of which saturated	4.5g	21%	5.2g	20%
Carbohydrate	5.4g	2%	6.2g	7%
of which sugars	4.9g	6%	5.7g	6%
Fiber	0.4g	1%	0.4g	2%
Protein	4.9g	10%	5.7g	11%
Salt	1.2g	21%	1.3g	22%

CONTAINS
SALT CONTENT
OTHER PROPERTIES

Reference Intakes per 100g

Energy	Carbohydrate	Protein
Energy/kcal 75.00	3.00g	3.00g
Energy/kJ 314.00	12.00g	12.00g

### Recipe Table

Recipe	Calories	Ingredients
Beef & Mushroom	767 kcal	Beef, Mushroom, Onion, Garlic, Tomato, Olive Oil, Salt, Pepper
Beef Curry with Lentils	1923 kcal	Beef, Lentils, Onion, Garlic, Tomato, Curry Powder, Olive Oil, Salt, Pepper
Chicken & Cauliflower Soup	147 kcal	Chicken, Cauliflower, Onion, Garlic, Tomato, Olive Oil, Salt, Pepper
Chicken & Black Bean	498 kcal	Chicken, Black Beans, Onion, Garlic, Tomato, Olive Oil, Salt, Pepper
Chicken Curry	622 kcal	Chicken, Onion, Garlic, Tomato, Curry Powder, Olive Oil, Salt, Pepper
Chicken Cheese Curry	430 kcal	Chicken, Cheese, Onion, Garlic, Tomato, Curry Powder, Olive Oil, Salt, Pepper
Cabbage Pie	557 kcal	Cabbage, Meat, Cheese, Onion, Garlic, Tomato, Olive Oil, Salt, Pepper
Curry Sweet Potato	473 kcal	Sweet Potato, Chicken, Onion, Garlic, Tomato, Curry Powder, Olive Oil, Salt, Pepper
Lentil & Cauliflower	380 kcal	Lentils, Cauliflower, Onion, Garlic, Tomato, Olive Oil, Salt, Pepper
Raspberry Sate (Sauce)	14 kcal	Raspberries, Honey, Lemon Juice, Olive Oil, Salt
Raspberry Smoothie	822 kcal	Raspberries, Banana, Yogurt, Honey, Olive Oil, Salt
Salsin Avocado Salad	431 kcal	Salsin, Avocado, Tomato, Onion, Garlic, Olive Oil, Salt, Pepper
	167 kcal	

### Fruity chicken

Succulent chicken in a fruity sauce

Each 200 g portion contains:

HEALTH STAR RATING: 4	ENERGY: 787 kJ	SAT FAT: 0.34g	SUGARS: 17.2g	SOODIUM: 298mg
	0%	1%	19%	12%

All values are considered averages unless otherwise indicated

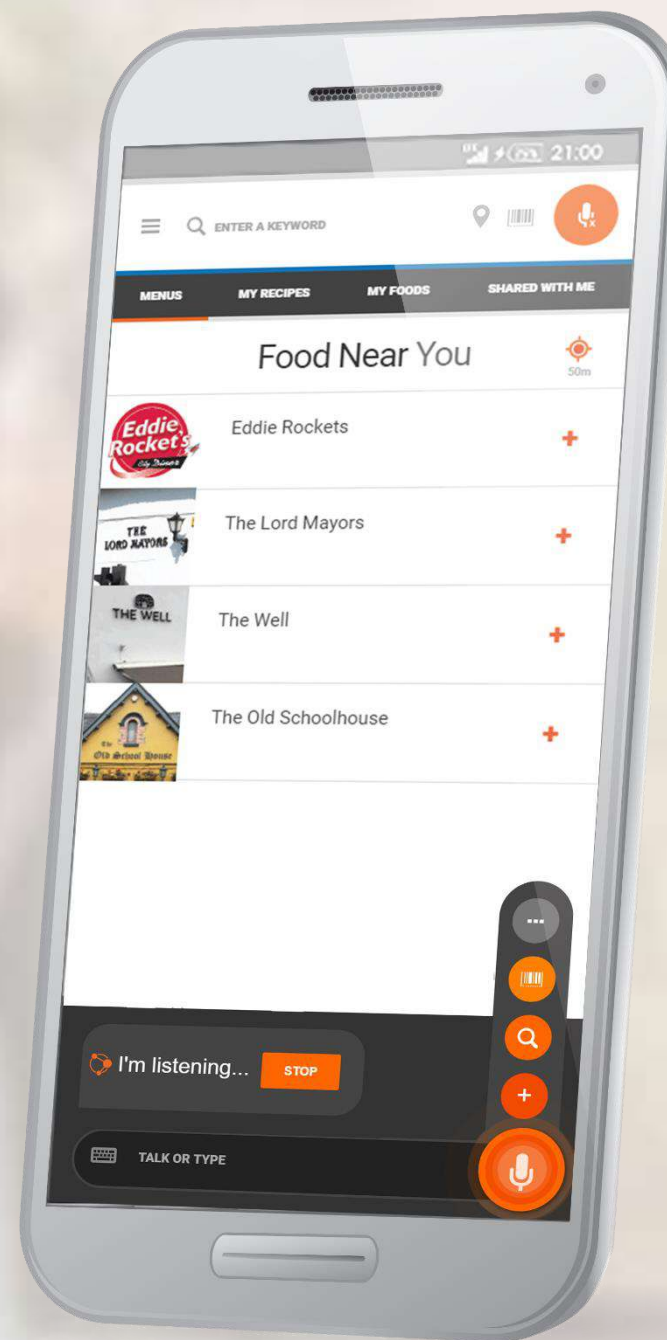
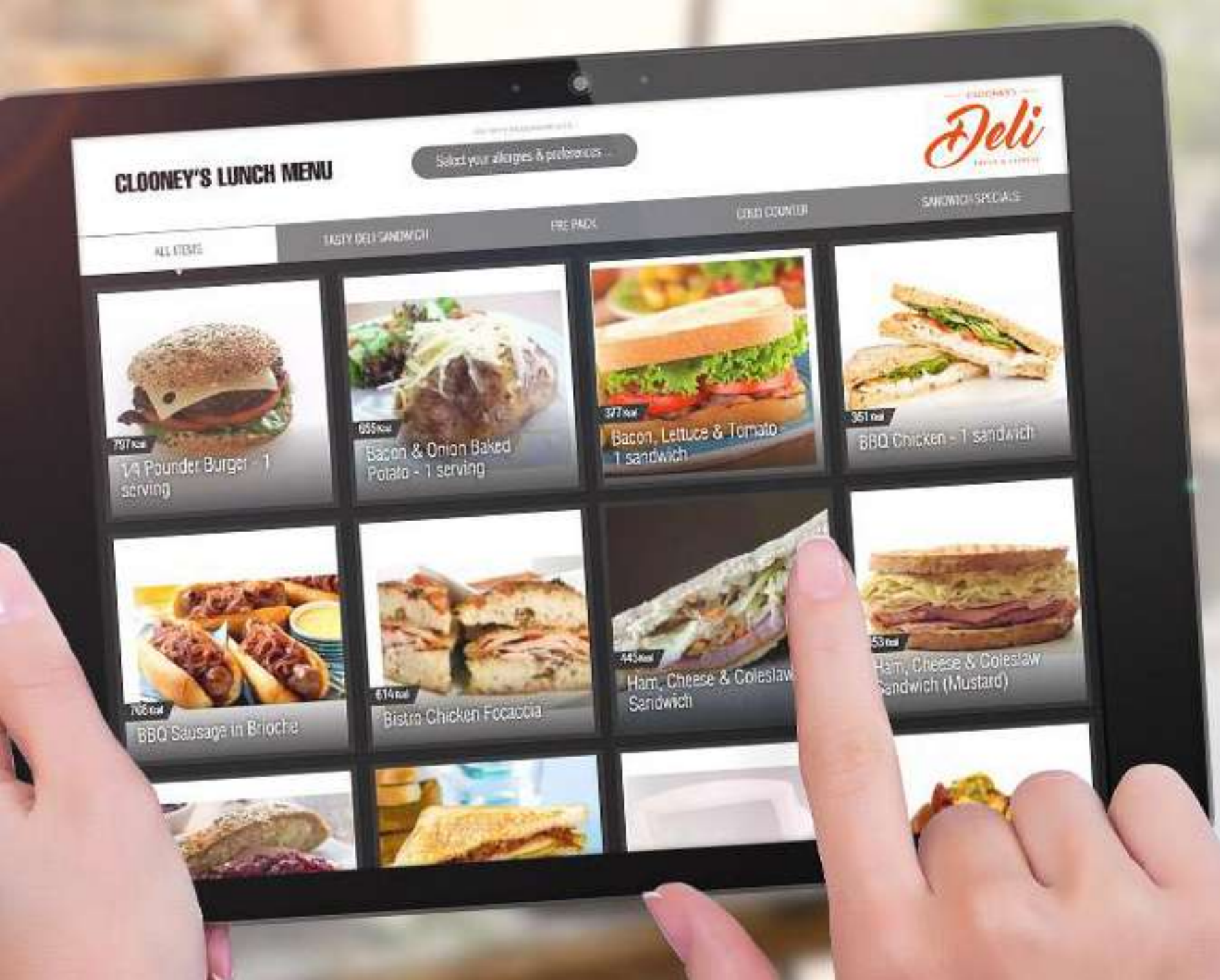
### Pineapple and tomato juice

Fruity with a kick

Each 135 g portion contains:

ENERGY: 68 kcal	FAT: 0.1g	SATURATES: 0.01g	SUGARS: 13.2g	SALT: 0.3g
288 kJ	0%	0%	15%	4%

of an adult's reference intake  
Typical energy as sold per 100g: 50 kcal/214 kJ



289 Kcal

# Cheese & Tomato Omelette

Each 203g portion contains:

ENERGY	FAT	SATURATES	SUGARS	SALT
290kcal 1209kJ	17g	7.6g	2.9g	0.71g
15%	24%	38%	3%	12%

of an adult's reference intake  
Typical energy as sold per 100g: 143kcal/596kJ

CONTAINS:



EGGS



MILK



LOG TO LIBRO ▶

## Send to Smartphone

Send a link for this item to your smartphone

Email address

Send Email

## Scan QR Code

Scan the QR Code below to load on Libro



# IN CONCLUSION

- ✔ The initiative highlights the complexities in provision of reliable food information, with a range of barriers and benefits identified within the pilot catchment area in Swords
- ✔ The challenges and benefits for multi-site chains are not the same as independently run single sites, with a high degree of variation across operators
- ✔ A successful initiative must cater to as many requirements as possible, and adopt a range of on-boarding methodologies
- ✔ Up-to-date supplier food information & branded food information is essential and should compliment existing National Food Composition tables
- ✔ Any initiative should provide real benefits to all parties simultaneously to be successful
- ✔ Nutritics is well positioned to fulfil these requirements and establish a protocol and demonstrable impact

# NEXT STEPS

- ✔ Going live in Swords with 10 sites in July 2019
- ✔ Investigation of baseline consumption data for pre/post analysis
- ✔ Local signage erected by Fingal County Council in town to raise public awareness
- ✔ Formalisation of various onboarding methodologies into reproducible protocol
- ✔ Continued recruitment drive, targeting Swords food businesses
- ✔ Inclusion of Food Based Dietary Guidelines in app
- ✔ Referral system to Nutrition Professional
- ✔ API integrations with other systems & platforms



**Rolling out in Swords - Summer 2019**



**QUESTIONS?**



**Comhairle Contae  
Fine Gall  
Fingal County  
Council**

