



**FoodCalc's** mission is simple – to be the gold standard for web-based nutrition analysis solutions. As food people ourselves, we understand the specific needs and tight budgets of busy food professionals, and our food science expertise enables us to deliver the best information available. Therefore, we've used cutting-edge technology to design user-friendly, affordable tools that take the headache out of compliance and labeling. Our promise to you is instant, accurate, easily accessible nutrition results at a fraction of the high cost of laboratories, consultants and software.

We've got the entire food industry covered with two ground-breaking applications: LabelCalc®, which creates up-to-date FDA-compliant nutrition facts panels for food manufacturers; and MenuCalc®, which calculates the nutritional profile of recipes for restaurants and culinary professionals such as chefs, dietitians and recipe authors. Whatever your niche is, we can help.

Every day we speak personally with our clients. We hear their ideas and feedback, and share in their successes and failures. And the entire FoodCalc family shares our commitment to outstanding customer support – we immediately answer calls, and our team of registered dietitians and FDA labeling specialists is always accessible. Our top priority is exceeding our clients' expectations through fulfillment of their evolving needs and constant technological innovation. And that's why hundreds of companies have trusted FoodCalc with their nutrition and compliance needs.

It's an exciting time for our industry as we face the future of constant changes in FDA regulations and new restaurant mandates. Our goal at FoodCalc is to continue to revolutionize the industry while we maintain our leadership position through our many strategic alliances and alignment with emerging trends. To learn more, we invite you to spend some time on our site, or better yet, give us a call. We promise you will be glad you did!

Sincerely,

Lucy Needham, CEO  
Alyson Mar, Lead Registered Dietitian



## **Company Background**

### **FoodCalc® - A Fresh Approach to Nutrition Analysis**

Headquartered in San Francisco, CA, FoodCalc® LLC was founded in 2003 with a mission to be the gold standard for web-based nutrition analysis solutions. The company has successfully changed the face of the food industry forever by pioneering the use of sophisticated, internet-savvy technology to deliver instant, affordable, accurate and easily accessible nutrition information. Now, food professionals are no longer dependent on expensive and complex options such as laboratories, CDs and third-party consultants. Plus, FoodCalc's unique web-linked system simultaneously incorporates regulations changes to ensure up-to-date compliance at all times.

FoodCalc offers two novel nutrition analysis applications: LabelCalc®, which creates up-to-date FDA-compliant nutrition facts panels for food manufacturers; and MenuCalc®, which calculates the nutrition analysis of recipes for restaurants and culinary professionals such as chefs, dietitians and recipe authors.

Both applications have garnered record praise and acclaim in the five years since their inception. LabelCalc boasts an impressive client roster including award-winning specialty cheese manufacturer Sartori Foods, premium snack manufacturer Energy Club, certified organic products supplier Herb Trade, soy yogurt producer Whole Soy & Co., gourmet confection company Island Princess and international airline caterer Gate Gourmet.

MenuCalc is a trusted mainstay of the restaurant industry in the face of continuous new ordinances and consumer requests for the publishing of nutritional information. Clients include national franchiser Food Systems Unlimited, which owns Asian Chao®, Maki of Japan® and Chao Cajun® restaurants; and Specialty's Café & Bakery. In addition, MenuCalc is utilized by culinary experts including youth food educator Chef-K; as well as top-tier food media such as Supermarket Guru® Phil Lempert and NBC's The Today Show.

Led by CEO Lucy Needham and lead Registered Dietician Alyson Mar, the FoodCalc team's expertise with nutrition and the constantly-changing arena of FDA regulatory and compliance standards makes it a valuable and trusted resource for clients. The company supports its exclusive online solutions with high quality, personalized customer service that is unparalleled in the food industry, providing timely answers to complicated regulation questions as well as routine technical assistance. Furthermore, FoodCalc issues popular monthly newsletters that highlight current trends and hot topics, while soliciting feedback for a constant stream of new features to fulfill clients' needs.



## **LabelCalc® - Fact Sheet**

### **About LabelCalc**

Designed to service small-to-medium sized food manufacturers, LabelCalc® is the only online nutrition analysis tool that instantly generates accurate, up-to-date U.S. FDA-compliant nutrition facts panels. LabelCalc offers an efficient and economical alternative to the other label-generation options in the marketplace, which include costly laboratory analyses, CDs and third-party consultants. Launched in 2003, LabelCalc is one of two programs produced by FoodCalc® LLC, the food industry's gold standard for web-based nutrition analysis solutions.

### **How LabelCalc Works**

Users can either elect to license LabelCalc's application for unlimited use and independently perform their nutrition analysis, or to utilize the services of LabelCalc's expert staff.

### **Simple, Secure Process**

Clients set up secure user accounts where they can create labels and store recipes. They can conveniently access their accounts from any online computer. Each label costs \$175 and an annual unlimited membership costs \$2,500. The process consists of four easy steps:

1. **Entering Ingredients** - Users enter their ingredients by selecting from LabelCalc's database of 20,000+ ingredients primarily compiled from USDA Nutrient Laboratory data. Users must also input the quantity of each ingredient used in a batch of the recipe.
2. **Entering Serving Size** – LabelCalc provides FDA standard guides for recommended serving sizes. Alternatively, users can input their serving size by estimating servings.
3. **Selecting a Nutrition Facts Panel** – Users may select from 10 different label formats, which can be immediately downloaded, emailed or printed.
4. **Determining Claims and Allergens** – LabelCalc's Claims Calculator allows users to quickly determine if they qualify for FDA-approved Nutrient Content Claims by displaying approved claim results for each nutrient. There are 24 total claims, including low sodium, low-fat, etc. Users can also easily adjust their ingredients to fulfill official claim requirements. Additionally, LabelCalc's Allergen Alerts feature flags potential ingredient allergens to help users comply with the Food Allergen Labeling and Consumer Protection Act of 2004 (FALCPA).

### **Personalized Customer Service**

LabelCalc's home page features a voice demo and step-by-step tutorials. Users can make a free trial label using a limited 800-ingredient database.

1. **Expertise and Efficiency** – LabelCalc's experienced team of registered dietitians and FDA regulations specialists guarantees accurate results and rapid turnaround times.
2. **Instant Accessibility** - The staff is always available for technical support and guidance during business hours (PST). All client calls are instantly answered with no wait time.
3. **Cutting-Edge Consultancy** – LabelCalc offers focused consulting services to advise clients regarding compliance regulations, industry issues and developing food trends.
4. **Compliance Assurance** – The company's experts comprehensively review nutrition analyses to ensure regulations compliance, secure storage/archiving and correct portion sizes.
5. **Outsourcing Convenience** – Clients can save time by outsourcing all labor for recipe analysis to LabelCalc. There's no need to learn the application or re-work existing staff hours.



## MenuCalc® - Fact Sheet

### **About MenuCalc**

Created for the benefit of restaurants and culinary professionals such as chefs, caterers, recipe authors, dietitians and cooking teachers, MenuCalc is an online tool that instantly calculates the nutritional profile of recipes. A time- and cost-efficient alternative to expensive laboratories and consultants, MenuCalc supports food establishments who want to post nutrition information for diners. It also helps identify more nutritious ingredients and appropriate portion sizes.

Launched in 2008, MenuCalc is one of two programs produced by FoodCalc® LLC, the food industry's gold standard for web-based nutrition analysis solutions.

### **How MenuCalc Works**

Users can either elect to license MenuCalc's application for unlimited use and independently perform their nutrition analysis, or to utilize the services of MenuCalc's expert staff.

### **User-Friendly Features**

1. **Instant Nutrition Analysis** – MenuCalc delivers instantaneous results in a concise, export-ready report format.
2. **Internet-Savvy** – Users can access their accounts 24/7 from any online computer.
3. **No Hidden Costs/Complexities** – MenuCalc is easy to use and requires no expensive new software, elaborate computer set-up procedures, specialized training or manuals.
4. **Dependable Database** – MenuCalc's database includes 20,000+ ingredients compiled from USDA Nutrient Laboratory data. It is continuously updated to ensure accuracy and up-to-date information. Plus, users can add extra ingredients as needed.
5. **Content Claims** – MenuCalc automatically recognizes FDA-approved Nutrient Content Claims per recipe. There are 24 total claims, including low sodium, reduced-calorie, etc.
6. **Customized Menus** – MenuCalc allows users to download individual recipes or create a master menu with multiple sub-menus that can be exported to Excel format.

### **Personalized Customer Service**

1. **Expertise and Efficiency** – MenuCalc's experienced team of registered dietitians and FDA regulations specialists guarantees accurate results and rapid turnaround times.
2. **Instant Accessibility** - The staff is always available for technical support and guidance during business hours (PST). All client calls are instantly answered with no wait time.
3. **Cutting-Edge Consultancy** – MenuCalc offers focused consulting services to advise clients regarding compliance regulations, industry issues and developing food trends.
4. **Compliance Assurance** – MenuCalc's experts comprehensively review nutrition analyses to ensure regulations compliance, secure storage/archiving, correct portion sizes and presentation of "A Healthy Choice" recipe claims.
5. **Outsourcing Convenience** – Clients can save time by outsourcing all labor for recipe analysis to MenuCalc. There's no need to learn the application or re-work existing staff hours.
6. **Highlight on Health** – MenuCalc's staff proactively guides clients in redesigning dishes/recipes for increased healthiness and nutrition.