

FoodMinds' Nutrition Analysis, Menu Modeling, and Culinary Content Development

There is no doubt about it—recipes and meal plans are one of the most searched and liked content pieces for nutrition, health and wellness brands. The creation and analysis of recipes that are both nutritious and appealing to consumers is essential to a nutrition, health and wellness brand's success. FoodMinds' 20 registered dietitians are not only nutrition science experts, but also have the know-how for developing and analyzing recipes and meal plans by incorporating products into healthy eating patterns. These capabilities extend across the organization with a cutting edge culinary studio, including a full-scale creative team specializing in food content development. The collaborative synergy between nutrition science expertise and imaginative prowess delivers a comprehensive service for recipe development and analysis to suit any brand's needs.

Nutrition Analysis



Recipes and ingredients are analyzed using an expansive food database, The Food Processor, with the ability to compare against a variety of nutrition guidance criteria. Recipes can be referenced against an existing nutrition benchmark, or one can be initiated to elevate the brand's leadership and nutrition guidance capabilities.

Services include:

- **Recipe analysis:** Obtain nutritional information on a select recipe.
- **Recipe modification:** Provide recipe alterations or suggestions to meet criteria.
- **Custom ingredient incorporation:** Include brand-specific ingredients in recipes.

Menu Modeling



How can a specific food or ingredient fit within certain criteria for healthy eating patterns based on nutrient recommendations and dietary guidelines? With menu modeling, create sample daily and/or weekly menus to illustrate how a food product or ingredient can be enjoyed in the context of various healthful food patterns, calorie ranges or budgets.

Offerings include:

- **Food comparison:** Compare a menu with a product against a menu without to showcase how it improves the meal pattern as a whole. This can be used to highlight attributes such as increases in nutrients of concern or decreases in nutrients to limit.
- **Food fit:** Determine if a product will fit within a certain meal pattern or calorie range.
- **Food cost fit/comparison:** Demonstrate if a product/meal pattern will fit within a budget.

Culinary Capabilities



The state-of-the-art, in-house culinary studio has the ability to provide creative services in the areas of:

- **Recipe research and development:** Create new recipes, menu items and product applications for both consumer and professional audiences.
- **Food/lifestyle photography and videography:** Bring recipes and campaigns to life through professional images and video capabilities.
- **Event and meeting rooms:** Host up to 30 people in a fully equipped venue with full audio-visual resources; ideal for a wide variety of activities—from focus groups and judging recipe contests to culinary demonstrations and media events.

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