



# Nutritional and Allergen Information

Moving beyond compliance to increase customer satisfaction and sales.



# Contents

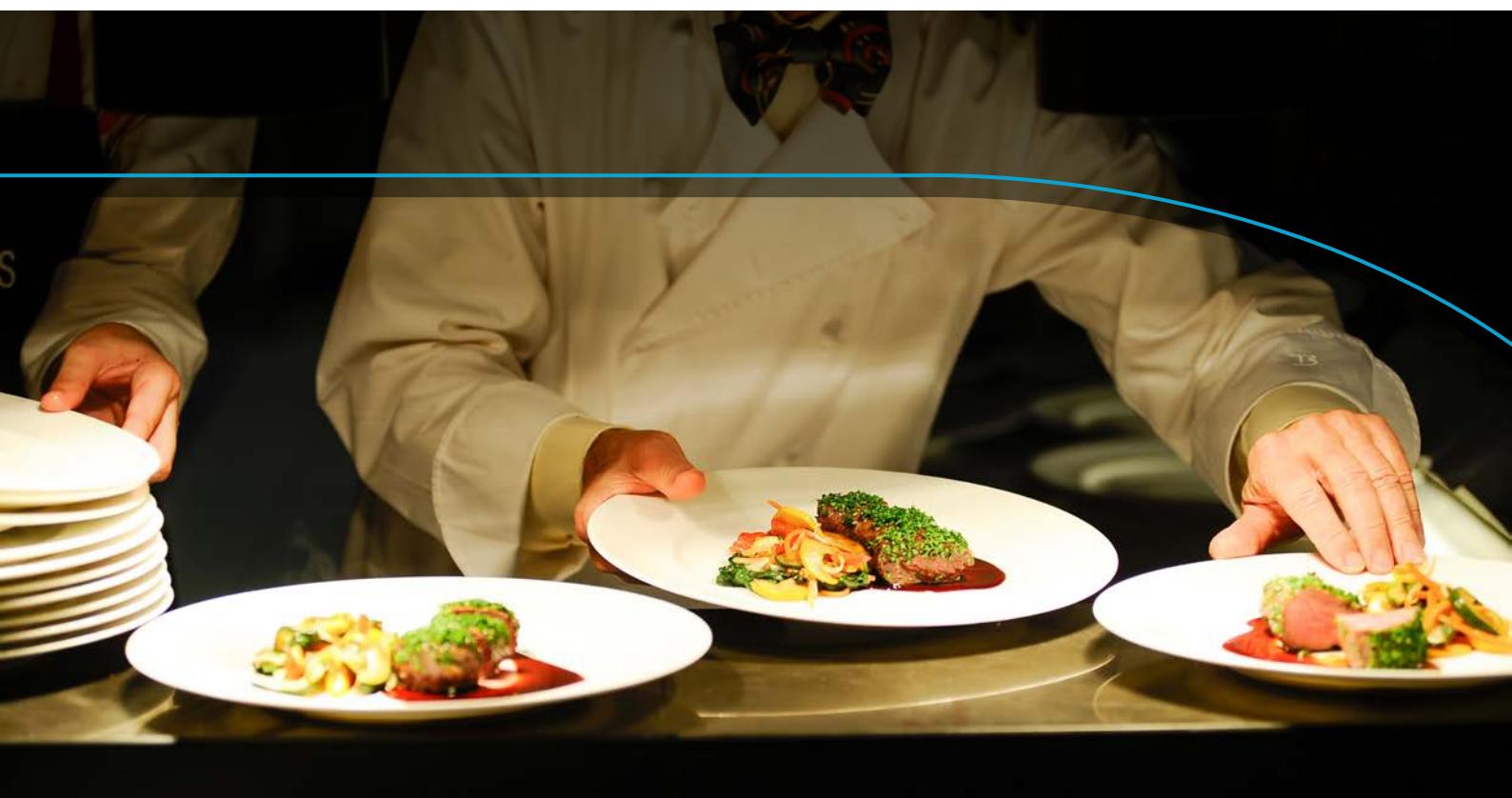
Introduction	3
Hungry for information	4
Get the right information	4
Develop the right dishes	4
Give customers the information they want	5
When accuracy really counts	5
Personal touch	5
Enhance your brand	6
Drive sales	6
Confident staff	6
Build trust	7
Summary	7
About Fourth's Recipe & Menu Engineering Solution	7
About Fourth	8

# Introduction



For years shoppers have been used to seeing nutritional and allergen data on food and drink packaging. It's no surprise that they now expect the same kind of information when they eat out, whether it's on a menu, website, app or other source. For the hospitality industry, this can be an opportunity, not a burden.

We are already working within allergen labelling laws, and mandatory calorie counts are now on the way, but legislation shouldn't be the only trigger for improving the way we communicate this kind of valuable information to customers. Whilst proposed at a particularly challenging time, it is an opportunity to increase our appeal to a large and growing group, and improve the experience of all our guests.



## Hungry for information

The government is rightly concerned by the obesity epidemic and people are increasingly interested in what they eat. A recent survey of UK adults by Bidvine<sup>1</sup> showed that nearly a fifth (19%) of respondents wanted to lose weight and almost a quarter (24%) wanted to eat more healthily.

Food service operators would be missing a trick by not appealing to this large group of customers, who may be put off by restaurant or takeaway food, assuming that staying at home and cooking for themselves gives them more control over their calorie consumption.

Even for those who aren't actively trying to change their diet, our research found that two-thirds of consumers want to know the nutritional information of every dish on the menu when they eat out.

So how can you turn this to your advantage? Fourth has the answer.

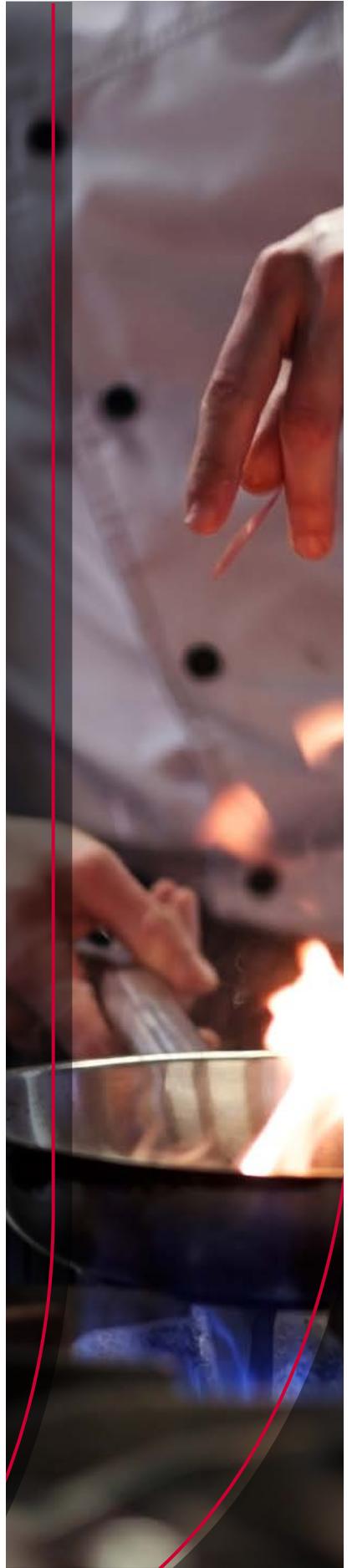
## Get the right information

In order to properly communicate nutritional and allergen information to your customers, you need to make sure the information is correct and up-to-date. There's a few ways that you can do this:

- Use laboratory analysis. Many organisations believe that this is the only way to get accurate data. While this is certainly an option, the cost of having a laboratory analyse all your dishes every menu cycle is likely to be costly and cumbersome.
- Ask your suppliers to provide the information. Nutritional and allergen information can be obtained from the suppliers you're purchasing items from. With systems such as Fourth's Recipe and Menu Engineering solution, suppliers can provide the detail in an excel template, which you can directly load into your system.
- Download the information from a reliable source. Systems like Fourth's will allow you to download information directly from globally recognised databases such as McCance & Widdowson and the US Department of Agriculture.

## Develop the right dishes

Once you have all your data, you can more easily develop a menu that appeals to would-be healthy eaters. Fourth's Recipe and Menu Engineering solution gives chefs the freedom to create, while ensuring that nutritional and allergen information data for every ingredient flows into the recipe as it's being created. The result: the kitchen can quickly and easily design healthier and allergen-free menu options that are affordable for customers and profitable for you.

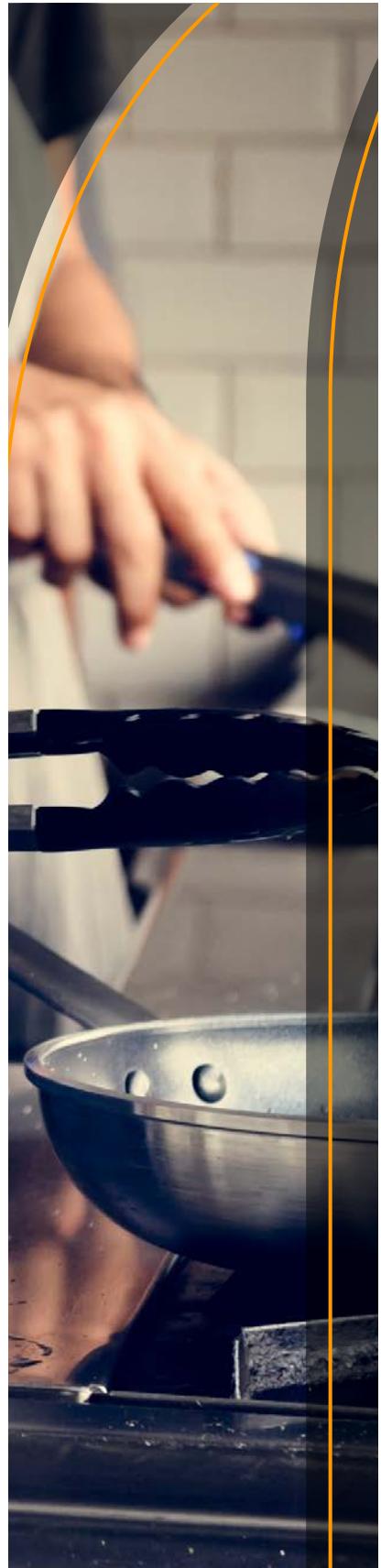


## Give customers the information they want

With healthier dishes now on your menu, Fourth enables you to give customers clear information about them, before and during their visit. Fourth's system also allows you to publish the critical details to your website, app, digital displays, tills and so on in a single click.

“Now that we've implemented Fourth's Recipe & Menu Engineering solution, it's become a part of daily life. We're now reliably able to provide information that customers need which includes nutritional and allergen information, and we can move on to include things like free from gluten ingredients. We know that our customers are increasingly interested in what goes into a plate of food, and the Recipe & Menu Engineering solution allows us to confidently provide that information.”

Jonathon Swaine  
Managing Director, Fuller's Inns.



## When accuracy really counts

For some customers, this kind of information isn't just useful, it's vital. Food allergies can easily spoil an evening out – or have much more serious consequences. Which is why you need menu information that is completely accurate, reliable and easy to access, whether on a smartphone or in the middle of a busy restaurant on a Saturday evening.

## Personal touch

Fourth's system can work in sync with your website and apps so that Customers can personalise their menu by filtering out the dishes that contain ingredients they want to avoid. You can also include variants of individual dishes, options or add-ons, so the nutritional information changes according to the version they choose.

## Enhance your brand

This kind of detail not only reassures the individual, it creates a sense of competence that can be a huge asset, whether you're a sandwich bar or a fine-dining restaurant.

If a customer can quickly check the content of your menu items on their laptop or smartphone before they visit, they are likely to keep giving you their business. What's more, they will arrive relaxed and in a good mood – which means more sales.

## Drive sales

If you can communicate to your customers easily and reliably the allergens in your menus, it's not hard to see that these are the people who will not only reward you with repeat visits, but will also bring their friends and family, who very often will leave it to the allergy sufferer to pick where to go for lunch or dinner.

Harnessing this disproportionate power is easier for food service operators offering trustworthy and easily accessible allergen information.

## Confident staff

Your staff feel the benefit too. No more struggling to answer tricky questions in the middle of a busy service. Now they can be confident they are giving customers accurate information, even for new dishes, because all the ingredient data is available instantly. No matter how many sites you operate or how many times you change the menus, you know that each one is using the same, up-to-date information.

**Fourth's Recipe & Menu Engineering solution allows us to confidently provide information about a dish to the customer. All of our staff know exactly where to access the information to be able to tell the customer what is on the plate or in the glass. We're seeing increasing demand in the market for gluten-free options or other health-conscious options, people with various dietary requirements, and using Fourth means we can cater for that market.**

James Sherrington  
CFO, Drake & Morgan.



## Build trust

One customer with a severe nut allergy explains why advance information is so helpful: "It's quicker and less troublesome than enduring the long and embarrassing experience of asking someone. I think it shows they are competent in what they do and confident in what they serve – reassuring traits for anyone intending to eat the food they're preparing, whether they have an allergy or not!"

## Summary

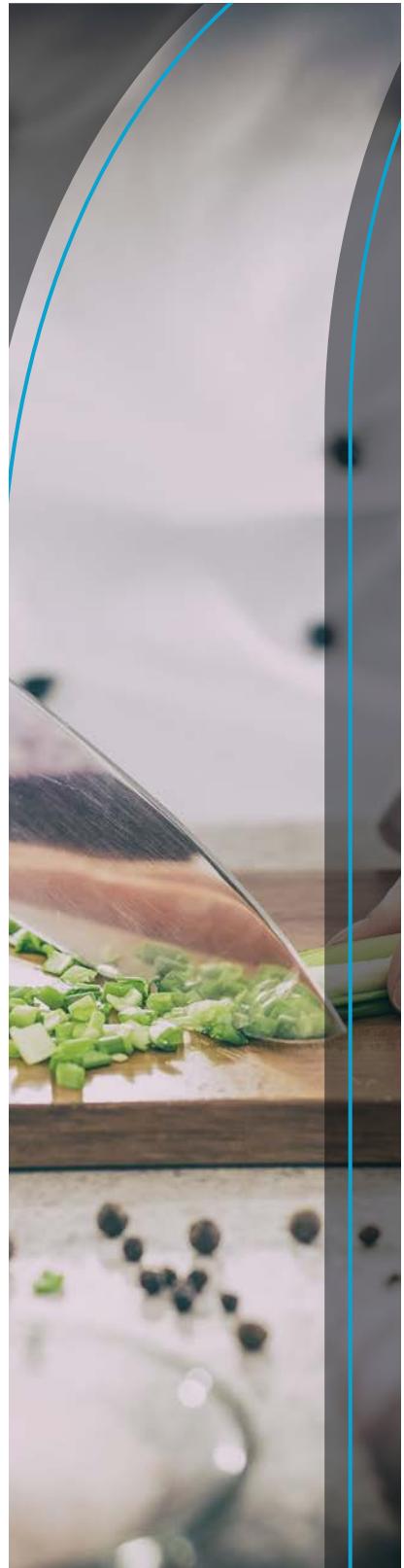
Customers want to know what they're eating – and governments want to help them – so we can assume that the need for nutritional and allergen information is here to stay. Smart hospitality operators will see this not as a chore but as a business opportunity.

Using Fourth's Recipe & Menu engineering solution, you can enable chefs to create new, enticing dishes that appeal to a broad range of customers. You can also provide detailed and, in some cases, vital information to those customers, encouraging them to visit you and increasing their likely spend. This isn't merely a technical issue – it's an important source of future business.

## About Fourth's Recipe & Menu Engineering Solution

Aside from handling nutritional and allergen information of your food and beverage offering, Fourth's Recipe & Menu Engineering solution allows you to calculate the ABV of mixed drinks, plan portion sizes, margins, costs and purchasing strategy in advance:

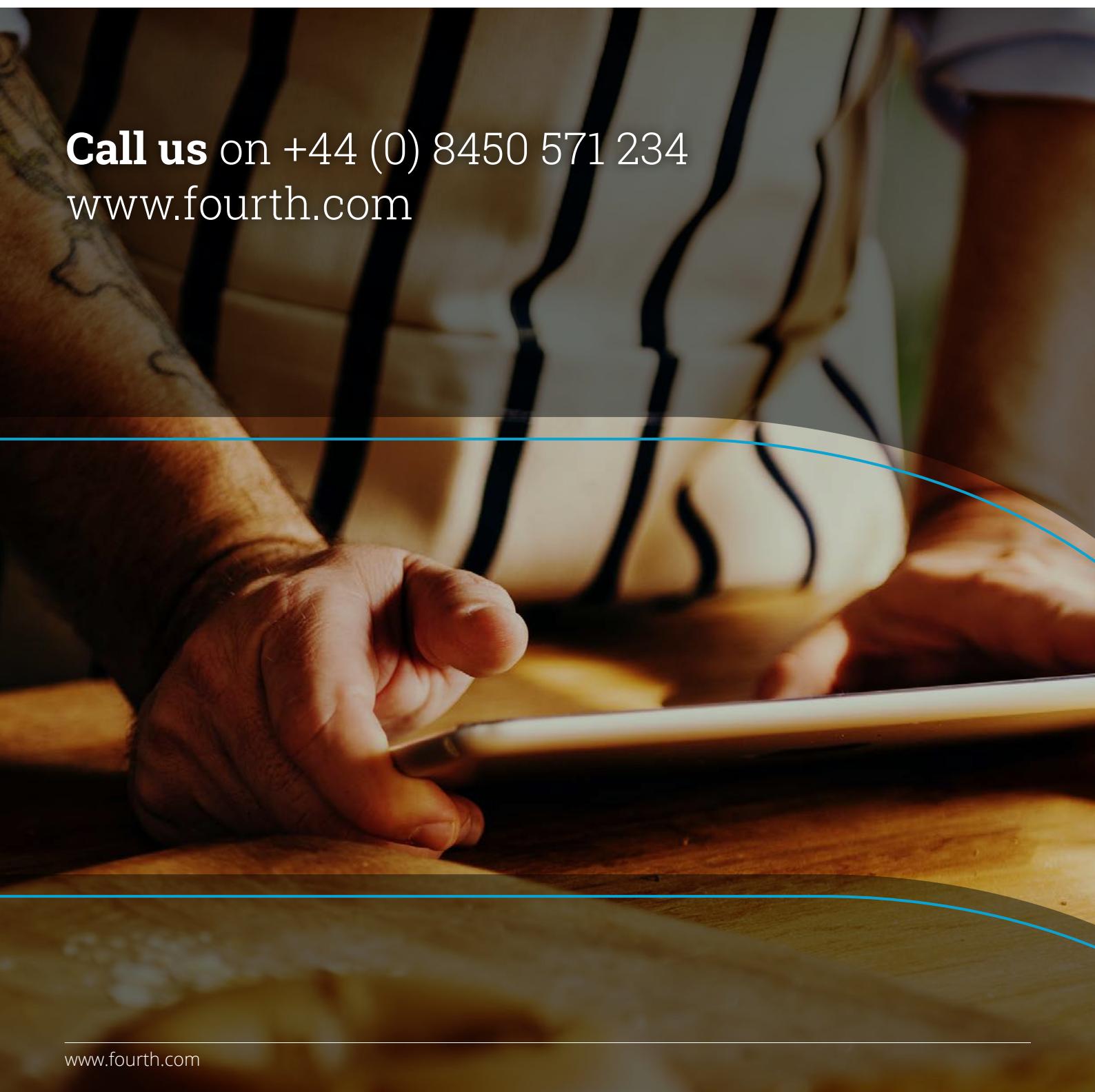
- Menu and supplier changes are easy to make – and that data can be deployed across the estate in real-time.
- Achieve a 1-3% margin uplift and eliminate supplier overcharge by ordering from accurate data.
- Gain total margin control with accurate cost calculation of recipes, menus and menu cycles.
- Easily understand your worst performing dishes with key business analytics.
- Quickly and easily plan menu cycles that have the right variety at the right costs.



## About Fourth



Fourth provides end-to-end, best-in-class technology and services for the restaurant and hospitality industries. Their procurement, inventory and workforce management solutions, coupled with the industry's most complete data and analytics suite, give operators the actionable insights they need to control costs, scale profitability, improve employee engagement, and maintain compliance. Since its merger with US-based HotSchedules, Fourth serves more than 7,000 customers across 120,000 locations globally.

A close-up, slightly blurred photograph of a person's hands and arms. The person is wearing a striped shirt and appears to be working on a laptop or tablet. The background is dark and out of focus.

**Call us** on +44 (0) 8450 571 234  
[www.fourth.com](http://www.fourth.com)