



**Pizza Inn
Nutrition Calculator**

Digestible Facts

- ❑ For most restaurateurs, putting together a reliable nutritional analysis and allergen profile can be a daunting task.
- ❑ While restaurant operators are experts in the field of the culinary arts, they are not usually experts in the fields of nutrition and food science.
- ❑ The doctors of NIS, with their extensive experience in both of those fields, can provide the necessary expertise to make the impossible easy.



The Innovation?

NIS has developed a state of the art analytical applet that we have named NutraSmart. The applet generates accurate, reliable, and reproducible nutritional information for your menu items that you can provide to your food and beverage patrons. NutraSmart can also provide detailed information on allergens, ingredients and food additives, which is especially useful to those patrons who have food allergies and sensitivities.

The Benefit?

NutraSmart enables operators to answer any and all questions regarding nutrients, allergens, ingredients and sub-ingredients, and food additives. It also allows restaurateurs to develop specialized menus, such as under 600 calories, low carb, low cholesterol, and gluten free. These applications will meet all of the applicable USDA/FDA standards.

Nutritional Information Services

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NutraSmart ®

A nutritional analysis applet
presented by

Nutritional Information Services
(NIS)



Founded by a group of doctors in 1997, NIS specializes in the creation and maintenance of nutritional databases for the foodservice industry.

NIS Leaders

Jeffrey Whitlow, M.D. is a former general practice physician with over 20 years of experience, who also holds a degree in biochemistry. He is the Founder of NIS and is presently the VP of Research and Development. In addition to his duties in R&D, Dr. Whitlow serves as the main client liaison. His extensive experience in the field of foodservice serves him well in this regard, as he has worked with over 100 major restaurants and restaurant groups. (See Client Snapshot below).

Daniel Whitlow holds a degree in Computer Science from MIT, and is the director of IT at NIS. He works with a network of MIT-trained personnel who provide coding and tech support for the company. That IT support, coupled with a database that contains the nutritional information and allergen listings for over 30,000 items that are specifically germane to the foodservice industry, forms the lifeblood of the company.

Client Snapshot

- Landry's Restaurant Group, Houston, TX
- The Cheesecake Factory, Calabasas Hills, CA
- Hard Rock Cafe, Orlando, FL
- McCormick and Schmick's Seafood House, Seattle, WA
- Tony Roma's, Orlando, FL
- The Melting Pot, Tampa, FL
- Yard House Restaurants, Irvine, CA
- Morton's The Steakhouse, Chicago, IL
- Gordon Biersch Brewery Restaurants, Chattanooga, TN
- Rock Bottom Restaurants, Louisville, CO
- Old Chicago Pizza and Taproom, Broomfield, CO
- Houlihan's Restaurants, Leawood, KS
- The Daily Grill, Woodland Hills, CA
- Vie de France Bakery Cafe, Vienna, VA
- Chart House Restaurants, Houston, TX
- Pizza Inn, The Colony, TX

Visit www.nistn.com for more information on NIS and NutraSmart, or call 865-567-3438 to request additional references or a proposal.

“Ooh ...That sounds good! What’s in it?”

Be prepared to answer this question, along with other questions from your patrons about allergens, ingredients, and sub-ingredients. Why?

Federal, state, and local law requires nutritional information to either be listed on menus or provided upon request, and that any printed nutritional claims must meet certain federal standards

NIS is here to assist restaurant owners and operators in this regard.

How It Works

1. An NIS representative will load your recipes and ingredients into the NutraSmart applet. The following features will be enabled after the upload is complete:
 - a. Attributional menus, i.e. low calorie or under 600 calorie menus, low carb menus, low sodium menus, low cholesterol menus, or any other desired specialized nutrient menu.
 - b. Menus that include or exclude a specified ingredient, sub-ingredient, or food additive. If, for example, a customer is allergic to gelatin, autolyzed yeast extract or beta-carotene, the applet can generate a list of your menu items that do or do not contain that ingredient.
 - c. The applet is configured to provide one-click ease when it comes to changing ingredients or recipes. For instance, if you decide to change your brand of Worcestershire Sauce to a gluten-free product, the applet will identify all of the affected recipes and change the data in all of them once the new product is entered into the ingredient book.
 - d. You will also be able to print gluten free menus, full nutritional labels, and menus that represent all four categories of Vegetarianism.
2. We can put your data into our state-of-the-art, fully integrated nutritional calculator/smart phone app. An example of this modality can be viewed at: <http://www.pizzainn.com/nutrition.html>. (See overleaf).

Once this is accomplished:

 - a. Your customers can customize their selection and immediately view the effects of their choices on the nutritional and allergen content of their menu selection or meal.
 - b. Your store-level and corporate operatives will have complete access to your data on their computers, laptops, and smart phones.
 - c. You can package your information in any desired format, such as gluten free or under 600 calories, and sell or donate the app to your customers from the smart phone app store or from your website.
3. Finally, we can load all of your ingredient and sub-ingredient information into NutraSmart and set up a cross-reference of your menu items against our easy-to-use and -understand food additive and ingredient glossary. This modality will enable you and your operatives to definitively and accurately respond to any conceivable question regarding your menu items.

The Basic Package

NIS will load your ingredients and recipes into NutraSmart. Once that task is accomplished, the software will generate a complete nutritional analysis of your restaurant's menu, including:

1. A line-by-line listing of the nutritional and allergen content of your recipes

2. Those listings will include the 14 categories listed on the standard USDA/FDA approved nutritional label (see overleaf), as well as the relation of your menu items to the eight major allergens, MSG, and sulfites.

The Deluxe Package

In addition to the features described in the Basic Package, we can program the applet to print standard nutritional labels mirroring the USDA/FDA format for all of your menu items that will include the standard 14 nutrient categories, as well as a full ingredient and allergen listing. (See Below).

THE LABEL WORTH DIGESTING

Bang Bang Shrimp	
Nutrition Facts	
Serving Size: 1 serving-254 grams or 9 oz	
Servings Per Container: 1	
Amount Per Serving	
Calories 550	
Calories from Fat 260	
	% Daily Value*
Total Fat 29 g	44%
Saturated Fat 4.5 g	23%
Trans Fat 0 g	
Cholesterol 230 mg	75%
Sodium 660.5 mg	28%
Total Carbohydrates 41 g	14%
Dietary Fiber 2 g	7%
Sugars 8 g	
Protein 30.5 g	
Vitamin A	10%
Vitamin C	12%
Calcium	11%
Iron	25%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Ingredients: Bang Bang Shrimp (Shrimp, Spicy Mayonnaise [Mayonnaise (soybean oil, water, whole eggs, egg yolks, vinegar, salt, sugar, lemon juice, calcium disodium EDTA, natural flavors), Sweet Chili Sauce (sugar, water, pickled red chili, distilled vinegar, garlic, salt, xanthan gum), Sriracha Hot Chili Sauce (chili, sugar, salt, garlic, distilled vinegar, potassium sorbate, sodium bisulfite, xanthan gum), Paprika], Potato Starch, Crispy Rice Sticks [Rice Sticks (rice flour, water, Fry Oil (cottonseed oil, canola oil, TBHQ, methyl silicone)], Milk [whole milk, vitamin D3 added], Slivered Scallions, Toasted Sesame Seeds)

Allergens: egg, milk, shellfish. This product contains sulfites. This product is processed in a facility that contains peanuts and tree nuts and may contain traces of those items.

What are people saying about NIS and NutraSmart?

“In our experience, NIS is the best analysis firm in the industry. Their service exceeded our expectations, and their timely execution was critical in allowing us to meet our regulatory obligations. We would happily refer them to any company that is interested in their services.”

Ms. Barbara Kaiwi, Purchasing Director
Hard Rock Café International

“We looked at other programs but we went with NIS as they offered personalized service and a superior product at a lower cost than most of their competitors.”

Ms. Katy Malaniak, Senior Director of Food/Beverage
Quaker Steak & Lube

“We had reservations about a project of this magnitude. NIS delivered a superior product that required a minimum of input on my part.”

Mr. Phil Butler, Former Director of Culinary R&D
Charlie Brown’s Steakhouse

“The NutraSmart program was superior to all of the other programs that we reviewed. The database was the most extensive, and the program was the most user-friendly.”

Mr. Jeff Tenner, Former Director of Culinary R&D
Legal Sea Foods