

FOR IMMEDIATE RELEASE

## **New iPhone App Changing the Way People Choose their Food:**

### **Consumers can now scan and compare food labels using a custom filter for any allergen, additive, ingredient, and nutrient properties**

CHICAGO, IL (April 14, 2010) - For the first time, consumers can easily access additive, allergen, ingredient and nutrient properties of any food product in-store by scanning food label barcodes with an innovative iPhone application from FoodEssentials.

Consumers can use the FoodEssentials Scanner to customize their food label view to focus on particular ingredients, food intolerances, or dietary needs and then compare products side-by-side to help them to choose the best products for their family's needs.

While food labeling is under increased scrutiny – including Michelle Obama's push to improve labeling and the FDA's recent Health and Diet Survey showing a 10% increase in consumers who read food labels – reading and comparing labels remains a confusing exercise for most consumers, not to mention allergy or food intolerance sufferers.

The aim of the FoodEssentials Scanner is to leverage technology to simplify and personalize the food choice process. "Food labels contain a lot of information and everyone has their own specific needs," said Anton Xavier, CEO of FoodEssentials who co-founded the Chicago, Illinois based company in 2008. "We're focused on delivering a personalized label experience for anyone with an allergy, food intolerance or specific need".

The FoodEssentials Food Label Database is at the core of the application. "Presently the database contains 160,000 commercially available products and over 30,000 ingredients" said Dheeraj Patri, co-founder and COO. "In addition, we're dedicated to collecting product data for scans that return no results, so that the more it is used the better it'll get".

The application is in its second release, with plans underway to expand to other mobile platforms and expand functionality to further cater to consumer's specific dietary needs. "We've been working on this for some time now and are excited to finally be addressing the problem right at the point where it is most relevant – in-store" said Mr. Xavier

The FoodEssentials Scanner is the result of a partnership between FoodEssentials Corporation and Beaver Creek Consulting.

### **About FoodEssentials:**

The FoodEssentials Food Label Database is the most comprehensive in existence and is used by grocery retailers, government agencies and anyone serious about food label data. FoodEssentials also provides dynamic Health and Wellness tools to grocery retailers across the USA. For more information, visit <http://foodessentials.com>

**About Beaver Creek Consulting:**

Beaver Creek Consulting is your full service stop for custom App development. From concept to launch, you'll have your App done right, on today's hottest platforms - iPhone, BlackBerry, Android, and Palm.

iTunes link: <http://itunes.apple.com/us/app/foodessentials-scanner/id360586367?mt=8>

**Contact: Anton Xavier**

CEO FoodEssentials

+1 (312) 878-2762 ext 102

axavier@foodessentials.com

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