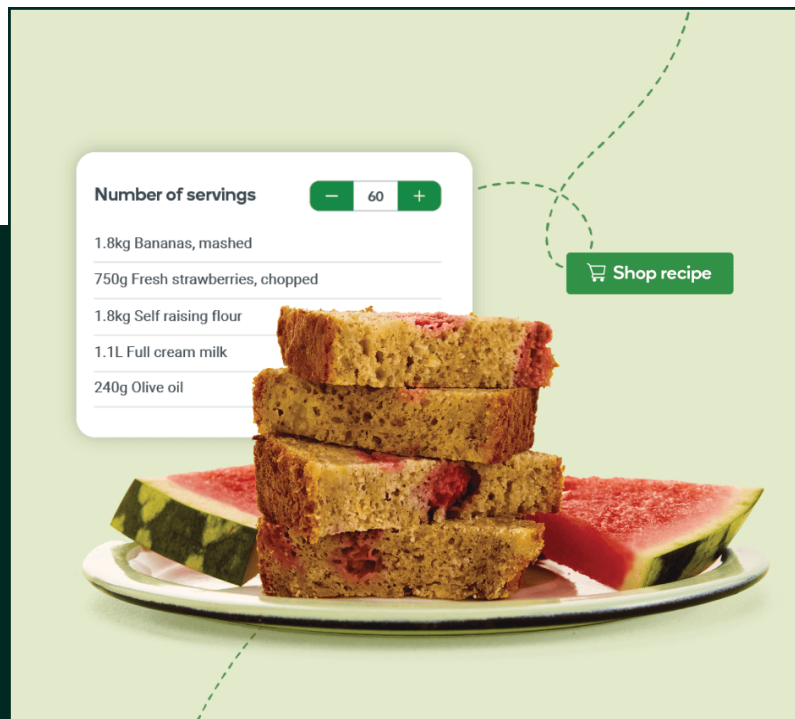


CASE STUDY

Smart Menu Planning for Early Childhood Centres

'Woolworths at Work' wanted to launch a new game-changing online feature - Menu Plan & Order for Early Childhood Education & Care Centres (ECECs).



The menu plans needed to align with the Australian Dietary Guidelines and include nutritious, seasonal, and budget-friendly recipes. With Spoon Guru's help, Woolworths at Work were able to display clear nutrition information and dietary tags for each recipe — making it easier for chefs and cooks to cater to the needs of the children in their care.

Key Objectives:



Simplify & streamline shoppable meal planning



Automate recipe validation for dietary compliance

The Challenges:

- 1 Regulatory:** Ensuring recipes met The Australian Dietary Guidelines and were free from major allergens.
- 2 Accuracy:** Improving ingredient accuracy and transparency where nutrition data was incomplete.
- 3 Labelling:** Achieving full coverage of nutrition panels and dietary tags to provide clear, reliable labelling for every recipe.
- 4 Simplification:** Menu planning is time-consuming and complex, especially when meeting nutritional guidelines and managing dietary needs.
- 5 Scalability:** Ordering is costly and inefficient, with challenges in scaling recipes and sourcing ingredients.

The Solution:

Using our proprietary combination of AI & Nutrition Expertise, Spoon Guru's solution included:



Expert Recipe Validation: Meticulous review of all recipes to confirm an allergen-free status and ensure recipes contained only suitable ingredients.



Data Enrichment and Quality Control: Missing nutrition data was filled in, and any ingredients that needed adjustments to align with dietary requirements were flagged.



Comprehensive Tagging and Transparency: We were able to fill in the gaps, ensuring approx. 200 recipes had a complete nutrition panel and dietary tags, providing clarity and confidence for ECEC cooks.

CASE STUDY

Smart Menu Planning for Early Childhood Centres

Products & Services Used:

Dietary TAGs | Nutrition Analysis




“We’ve found a way to not only marry cost with quality, but save them time by automating portion size calculations based on attendance numbers, plus simple ways to manage multiple allergies, intolerances and culturally sensitive dietary needs.”

*Jarad Nass, Managing Director,
Woolworths at Work*







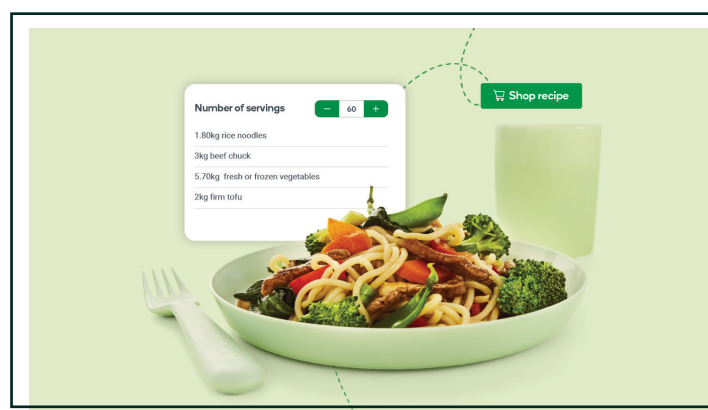
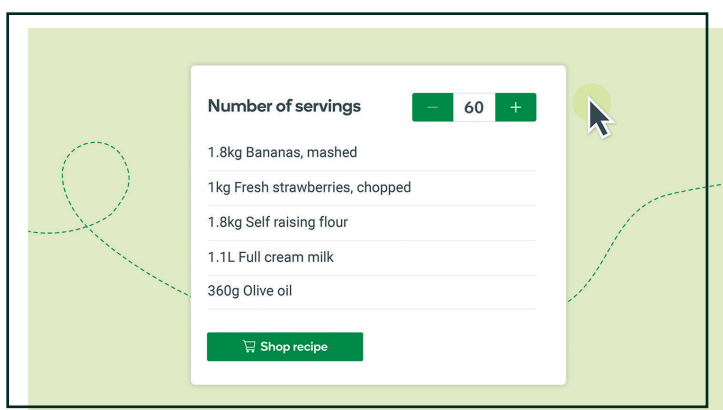
The Impact:

ECECs now have a solution that can accommodate specific dietary requirements and meet nutritional guidelines. The new Menu Plan & Order includes:

-  **Simplified Calculation Process:**
Users can easily adjust serving sizes based on the number of children and their specific dietary needs, ensuring accurate portioning and nutritional compliance.
-  **Allergen and Dietary Customisation:**
The platform facilitates easy customisation to accommodate various allergies and dietary intolerances.
-  **Streamlined Meal Planning:**
ECEC chefs and cooks now have a time-saving, efficient meal planner and a simplified checkout process.

Why Spoon Guru

-  Trusted partner to Woolworths since 2018
-  Established credibility in delivering dietary attributes for Woolworths digital tools
-  Strong focus on data accuracy and compliance, providing real time nutrition information and recipe analysis
-  Covers a broad range of dietary needs, from allergies to lifestyle preferences



Find out how our solutions can help you meet your customers' needs. **Get in touch now.**

www.spoon.guru