



Menu Guide offers an easy way to create and share allergen menus

A new online tool for food businesses has solved the problem of how to easily share accurate allergen and dietary information with customers.

Menu Guide (menuguide.pro) gives the hospitality and catering industry a clear, simple and user-friendly way of showing diners exactly what's on the menu so that they can make informed, safe food choices.

Designed to streamline kitchen operations, support waiting staff and improve customer service, this innovative tool creates interactive allergen menus that are available online 24/7.

The process is very simple. Food retailers upload their menus in any file format or let Menu Guide fetch them from their website. They review and approve their customised online menus, which show the allergens in each dish along with optional information like vegetarian, vegan, gluten-free and dairy-free choices.

Once published, Menu Guide creates a shortlink and QR code for menus, websites and social media, giving diners a direct route to accurate allergen and dietary information.

Customers can view menus before, during and after eating out, sort dishes according to their dietary needs and save their preferences. Serving staff with Menu Guide on a tablet or electronic ordering device can assist diners needing allergen information quickly and easily.

Soft-launched in May, Menu Guide is being used by Lussmanns, an independent group of five award-winning, sustainable restaurants in Hertfordshire (mnu.mx/lussmanns). Managing Director, Andrei Lussmann has received positive feedback from staff and diners;

"Menu Guide has greatly simplified the process of creating, storing and updating allergen information. Using an online system, with all the information in one place, minimises errors, reduces paperwork and saves kitchen time. Our waiting staff say that they feel more comfortable dealing with enquiries and our diners are impressed with its interactive, user-friendly features. This must be the way forward for the hospitality industry."

Menu Guide's creator, Philip Kenchington adds: *"We wanted to create a bespoke, online tool that makes menu choices clear and accessible, and helps everyone to eat out safely. It's really a win-win for food businesses because research shows that customers with special dietary requirements who have a positive dining experience are more likely to become loyal regulars. Using Menu Guide shows that you take diners' dietary needs seriously and also encourages them to take responsibility for their choices."*

Future updates to Menu Guide will enable food businesses to share ingredients, nutritional, sourcing and sustainability information.

ENDS



Notes:

- According to the Food Standards Agency (FSA), an estimated 2 million people in the UK have a diagnosed food allergy and up to 20% of the population believe that they may have a food intolerance.
- FSA figures show that 2% of adults and 8% of children are affected by food allergies or intolerances. There are 4,500 food allergy-related hospital admissions and 10 food allergy deaths every year. One in four people surveyed said they or a relative had a reaction while eating out.
- Recent research conducted by the FSA in partnership with Allergy UK and the Anaphylaxis Campaign shows that allergies, intolerances and dietary preferences are all increasing. 60% of young adults with a food allergy or intolerance said they avoid eating out but when they do, 59% said they often tend to visit the same places.
- Menu Guide is suitable for a wide range of food providers including restaurants, cafes, takeaways, pubs, hotels, catering companies, educational establishments, hospitals and care homes. It is already being used by cafes and restaurants in Hertfordshire and Essex.
- Menu Guide is the brainchild of Glint Media, a small team that has worked with the hospitality industry since 2009 and understand the pressures that food businesses operate under.
- Hospitality providers can choose from three plans designed to meet the needs of different businesses and priced to suit every budget. A 30-day free trial is available and monthly subscriptions start from just £12.95, with free set-up.
- For more information, and to see a demo, please visit <https://menuguide.pro>
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