

Type: Restaurant
Country: Spain (Donostia/San Sebastián)

Why it is a good practice?

This is a hospitality industry innovation project. It involves the creation of an application that supplies companies and consumers with information on ingredients and their nutritional value and possible allergens. The information is supplied by QR codes. When scanned with an electronic device the code provides information that enables restaurateurs to implement improvements at all stages of preparation as well as during the acquisition of produce, its storage, usage, the management of residues and the presentation of the finished product. It also provides consumers with information that does not appear on the menu.

Problem

Food processing is the action of performing a series of mechanical or chemical operations on food in order to change or preserve it. Now, while this is often necessary, to give food longer shelf life and thus reduce food waste, there can be cons also associated with some processes. Sometimes especially the chemical operations can leave the consumer with a different product than expected due to the volumes of preservatives and additives. Other issues are a lack of knowledge in the end user, as to the composition of foodstuff and whether or not they are suitable for their personal consumption. (e.g. does it contain allergens or high sugar levels or gluten etc.)

Result

This innovative App empowers both the restaurant kitchen buyers/ chefs and the end consumer with knowledge. From the information gained they can decide for themselves if they want to use or consume these products. They now understand the composition, the nutritional benefits and how it will suit them and their needs.

Healthy

The application enables restaurants to provide diners with supplementary information such as products' nutritional and energy value, ingredients' chemical composition and information on allergens. This enables consumers to choose healthier alternatives and ones that best meet their requirements. Consumers can choose products for example that are low in sugar, low in saturated fats, fat-free, free from genetically modified ingredients or artificial additives.

Sustainable

The information supplied by QR codes facilitates the appropriate management of produce, reducing the chances of cross-contamination, expiration, or general misuse which feeds into the reduction of food waste across the board.

Ethical

The application involves a commitment to consumers and assists them in making choices. It empowers both the restaurateurs and the end user via knowledge and education.

Dietary requirements

The QR codes also supply dietary information. This enables restaurants to serve dishes suitable for diners with certain conditions or those who have nutritional restrictions such as diabetics or customers suffering conditions that are diet related, allergies or those who are Vegan or Vegetarian.