1. **¿What is HORECA\_APP?**

HORECA\_APP is a free multi-language application for Smartphones that brings hotel, restaurant and catering cuisine closer to their customers so that they will understand in detail what they will be eating.

How many calories and proteins does the paella in my favourite restaurant have? My son is allergic to eggs, does this stew have eggs in it? How much physical activity is required to burn a chocolate dessert? Which local suppliers sell ingredients to this restaurant? HORECA\_APP answers these kinds of questions. This new free application combines gastronomy and nutrition transferring to the mobile everything the customer wants to know by the simple gesture of clicking on the restaurant in the map or scanning a QR code.

HORECA\_APP modernizes the menus of the restaurants. It makes them interactive and functional for any user and in any language. The application discovers the menu dishes with pictures, foodtellings and recipes causing the need to share the gastronomic experience through social networks. Nutritional traffic lights communicate the percentage of nutrients for every dish available and most importantly, if there is any substance or product which can cause allergies or intolerances in the recipe. These are all of the details that a conventional menu lacks and therefore helps consumers to make healthier informed choices of dishes.

With HORECA\_APP the customer can also know the origin of the ingredients used in the recipes, thus promoting the use of local products and quality products in many cases is a fact unknown to the consumer.

All this facilitates the food chain enterprises to the binding of Regulation (EU) 1169/2011 on food information, to be provided to consumers, especially in regard to the presence of substances or products causing allergies or intolerances. It is a new transparent way to make the restaurant clients a safe use of food through the mobile.

1. **¿What is the CHEF section?**

The HORECA\_APP application is the visible part to the customer or end user, via Smartphone, but the web tool that manages all this information is the CHEF section. Here food professionals have a place where design dishes, controlling at all times their nutritional components and the allergens they contain. This way they can balance the nutrients from food, as well as provide a healthier menu to customers. Also chefs can make known the stories of each dish by foodtelling, creating a link with the consumer who until now was unthinkable. All this translated into the languages ​​desired (currently Spanish, Catalan, English, German, French, Italian and Russian) and being able to share instantly on social networks.

In addition, the CHEF section allows the head of the establishment to promote their place of business revealing customers the offered product, which is a great added value for marketing strategy and market positioning. A modern gastronomic experience jumping language barriers which is capital in the tourism market.

1. **Look out! This dish can cause allergies!**

Making life easy with regards to the gastronomic experience of people suffering from food allergies or food intolerance is one of the objectives of HORECA\_APP. The application has a database that detects and notifies the customer which of the dishes contain foods that need to be avoided. It is an easy-to-use tool that instantly allows HORECA\_APP users to decide what they should or shouldn’t eat.

Globally, the prevalence of food allergies has been evaluated in the last meta-analysis conducted by the Division of Asthma, Allergy and Lung Biology, King's College London, United Kingdom. The foods tested were cow's milk, eggs, peanuts, fish, shellfish and an overall estimate of food allergy was made.

It is considered that there is a marked heterogeneity in the prevalence of food allergies which ranges from 3% to 35%, figures that some studies indicate may be due to geographical differences between the populations studied.

For food groups the prevalence of allergies is classified as: 1,2% to 17% for milk, 0,2% to 7% for eggs, 1% to 2% for peanuts and fish, and 1% to 10% for seafood.

In HORECA\_APP we have considered all these results obtained through scientific studies to develop a tool which detects dishes suspected of containing any of these substances or products. Thus, if the customer is allergic to eggs, or if they are celiac (gluten intolerant), etc, they can automatically select the part of the menu that isn’t suitable for them.

1. **Research, our distinguishing feature.**

If anything distinguishes HORECA\_APP over other nutritional products that can be found on the market, it is its scientific basis aligned with the European Commission strategy that will allow citizens to detect the reality of nutrition and allergens in food in their own language. HORECA\_APP developers always start from evidence to offer customers cutting-edge information from solid scientific research.

HORECA\_APP conceives nutritional information from the foundation of scientific research, distancing itself from 'miracle diets' and questionable tales about certain foods that are commonly found on the market. HORECA\_APP guarantees truthful information developed by an interdisciplinary team led by an experienced dietitian and food technologist, who applies knowledge and science from the laboratories where they have worked to this app.

"Eating out usually causes weight gain", "Go to restaurants every day is bad for health", "I can’t go to dinner, I'm on a diet", "I have gluten intolerance". The opacity of traditional restaurant menus causes confusion among customers, uncertainty and lacking information, they are unable to enjoy a true gastronomic experience.

Several studies examining the attitudes of consumers who are offered nutritional information about food shows that they have a positive attitude towards healthier menus. They are also willing to pay more for this as long as the nutritional information is provided appropriately. HORECA\_APP facilitates the transmission of information, simplifying it in the form of a smartphone application.

HORECA\_APP has been developed using food composition databases with scientific recognition and internationally recognized nutritional standards. Its nutritional database is based on the most complete food composition tables from EuroFIR, an international association which aims at providing the development, management, publishing and exploitation of food composition data, as well as the promotion of international cooperation and harmonization through the improvement of the quality of data search systems and standards.

1. **Who are we?**

HORECA\_APP is a product which was developed by ENTORN BIOECONOMIC S.L. created in 2012 with the objective of translating the innovation and scientific evidence to the market, in a simple, practical way, but generating value to the customer in the HORECA sector and for local products.

We are a group of young entrepreneurs committed to creating useful projects in the fields of health, bio economy, socioeconomics and wellness. Our team is composed of specialists in health, nutrition, economy and new technologies and we always start from the basis of wanting to use the result of scientific research to the market by process innovation.

1. **The Price, a free application.**

HORECA\_APP is a free smartphone app for all clients using restaurants and local producers, which have previously contracted the application. The price to be paid by the establishments who want to enjoy the advantages of HORECA\_APP in their local, ranges from 1 € per day. The following chart shows a detailed pricing plan for restaurants who want to offer this free service to their customers.

