



# The Keto Food Co.

**Keto Food Co. saves  
valuable time with  
MenuSano's Recipe Costing**



## Customer Profile

The Keto Food Co. is a unique fast food concept in Toronto, ON. Michael Hay, founder and chef, brainstormed the idea after experiencing a lack of options for Keto dieters while eating out. With 20 + years' experience in the restaurant industry, including working as a corporate chef, Michael founded the Keto Food Co. in 2020.

## The Challenge

Michael knew that the Keto Food Co. was a winning concept for a Keto foodservice business. Michael decided to focus on burgers for their mass appeal and also formulated a gluten-free vegan Keto peanut butter cup snack that is now being sold at cafes across the GTA. Because people who follow a Keto diet are health conscious, Michael wanted to provide nutrition information so that customers could track that data in their diet apps. Michael's experience as a corporate chef had taught him the importance of recipe costing in a menu engineering strategy. In previous roles, Michael used excel spreadsheets to track and calculate recipe costs. Performing recipe costs with excel spreadsheets is time consuming and the idea of an automated solution was appealing.



*The Keto Cup is a gluten-free vegan Keto peanut butter cup snack.*

## The Solution

After trying a few different online software solutions for nutrition analysis and recipe costing, Michael decided on MenuSano after finding the alternatives "buggy" and less user friendly. With MenuSano, Michael was easily able to obtain the nutrition information needed for the Keto Food Co. recipes and effectively cost it's recipes.



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***"I've saved hundreds of hours of time using MenuSano's recipe costing over using Excel spreadsheets".***

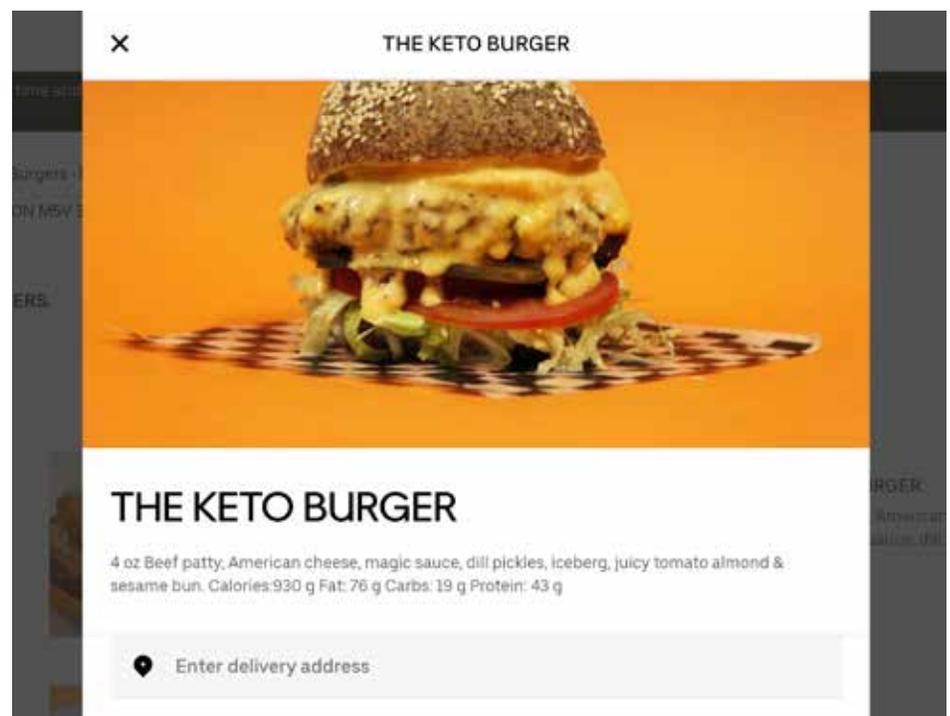
***- Michael Hay - Founder,  
Keto Food Co.***

## The Result

With MenuSano, Michael could easily enter ingredients and recipes to provide nutrition information for customers. The nutrition information that MenuSano provides are published on delivery apps that The Keto Food Co. uses such as Uber Eats, Door Dash, and Ritual.

Michael notes that using MenuSano's recipe costing has saved hundreds of hours of time over using Excel spreadsheets.

Furthermore, having all ingredient costs stored in the system makes it easier to source new suppliers for ingredients. Michael can quickly reference an ingredient cost in MenuSano to compare its cost with a potential new supplier.



*The nutrition information obtained from MenuSano are published on the delivery apps that the Keto Food Co. uses.*



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## About MenuSano

MenuSano is a leading nutrition analysis and recipe costing software for foodservices, hospitality, and food manufactures. With MenuSano, foodservice businesses can also perform recipe analysis, virtual experimentation, government-compliant labelling, and so much more. MenuSano saves its customer thousands in lab and consulting fees by bringing nutrition analysis in-house with an easy to use online software. With recipe costing, foodservices can effectively engineer their menus for optimum profits.



*MenuSano is an award winning nutrition analysis and recipe costing software.*



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