

AFTER

Introduction and summary

The Mayo Clinic, Florida State University, the U.S. Olympic Training Center and NASA are a small sampling of the elite institutions that use ESHA solutions for product formulation, nutrition analysis and government-compliant labeling.

These organizations, along with more than 35,000 other users across 75 countries all over the world, rely on Genesis R&D for quality, ease of use and accuracy.

For 35 years, we have continuously delivered.

You will find our products in 80 percent of the top 100 food and beverage companies and 19 of the top 21 restaurant and food services chains. In addition, the testing laboratories use our data for formulation and analysis, too.

Our customer service ratings consistently score over 98 percent for satisfaction.

And, our database team has more than 70 years of combined research and database experience.

Those are the numbers, and taken alone they are impressive, but what truly sets us apart from any other nutrition data company in the industry is our dedication and our people.

It's not enough to have a large database. We've checked and double-checked the data for accuracy and we add it to every day. It's not enough to support information on line. We will answer the phone when you call. It's not enough to follow industry trends. We help set them. And every person who works at ESHA does so with passion and a belief in what we're doing.

As an example, we were instrumental in creating common serving sizes used on labels when Nutrition Facts panels first came out. And, last year, we added a feature to our Genesis program to help restaurants comply with the new menu labeling laws.

The people and companies who use us were once at the very spot {Company} stands today, deciding what nutrition product would meet their needs. The overwhelming choice, time and time again, has been ESHA.

Thank you for allowing us to participate in this RFP. We would be honored to provide {Company} with our products and services.

Why is that important to {Company}?

1 {Company} wants a reliable source for nutrition data

ESHA's constantly growing and meticulously maintained food and ingredient database ensures users will have the most accurate nutrient analysis and the most up-to-date nutrition information available, regardless of which software platform is being used.

Today, our database includes a robust 100,000+ foods—raw ingredients, processing items, recipes, and more—and tracks up to 163 nutritional components. Our database team daily adds new items, updates old items, and removes obsolete items.

BEFORE

Introduction

Today, over 35,000 users across 75 countries are successfully using ESHA products as their solution for product formulation, nutrition data, and labeling. ESHA customers range from scientific and high performance teams to medical research centers and industries that demand quality, ease-of-use, and accuracy.

Mars Space explorers in training, Navy Seals, and athletes at our U.S. Olympic Training Center with an eye towards gold in Rio 2016, place their confidence in ESHA products and data. Hospitals such as the Mayo Clinic and UCLA Medical Center, to Universities training the next generations of students are using ESHA software and data.

As the industry leader, you'll find our products used by 80 percent of the top 100 food and beverage companies and leading restaurant and food services chains. In addition, many of the testing laboratories supporting industry are using ESHA products for database analysis and product formulation. Genesis® R&D Food Development and Labeling Software is the clear software of choice among professionals in the food and beverage industry.

ESHA's success comes from being the best at developing nutrition software, quality databases, and delivering customer service. Three decades of experience, growing by word-of-mouth and delivering customer service consistently with over a 98% customer satisfaction rating has allowed ESHA to create and deliver exceptional products and services. Most importantly, we have great people and a healthy culture that promotes fun and innovation, that in turn delivers exceptional products and services for our customers.

All these elite institutions, people, and companies serving the world across many industries, were once at the very spot {Company} stands today, deciding what company and nutrition product to use. The overwhelming choice, time and again, for over 30 years running, has been ESHA Research Inc.

Thank you for allowing us to participate in this RFP. We'd be honored to provide {Company} with our products and services.

Why is that important to {Company}? Because they chose ESHA for many of the same qualities {Company} outline in this RFP proposal.

1 {Company} wants a reliable source for nutrition data

ESHA's database remains the Gold Standard in the industry, used with all ESHA products and often licensed by research and private corporations. ESHA's renowned food composition database now includes a robust 100,000+ foods and tracks up to 163 nutritional components. Unlike other nutritional databases, our database includes only quality data compiled from over 1800 scientific sources and government databases. Daily, we add new items, update old items, and check (and double-check) the information.

The nuts and bolts of how we do this:

First, we compile our database from four primary sources: Scientific journals, government data, manufacturer information, and restaurants.

All data we collect is then run through a variety of visual and electronic mathematical checks. Sources are contacted to reconcile any questionable data. Data that cannot be reconciled is not added to the database.

But the practice that really sets our database apart from others is the valuable extras we add, including:

- Several calculated fields such as percent Calories from Fat and Niacin Equivalents.
- Volume and each measures for foods as appropriate (instead of merely the gram weight).
- USDA yield data, which allows users to take into account the cooking and processing losses that occur during recipe preparation.
- Calculated diabetic exchanges for database foods.
- MyPlate values for database foods.

Through all of this, our database team remains sensitive to customer requests and market trends, which helps keep the database current and relevant.

2. {Company} wants that accurate nutrition data alongside a comprehensive SaaS tool that can handle recipe development and formulation, recipe nutrient content analysis and visual reports

Genesis R&D was developed for that express purpose. The software was designed to simplify all aspects of the food-product creation process - from formulation to reporting.

The intuitive interface streamlines recipe formulation by reducing the process to a few steps:

1. Search for ingredients.
2. Enter the amounts and measures.

Our search filters allow the user to quickly sift through the extensive database. You can search by item name, supplier, product, unique added user codes, nutrient amounts, or food characteristics, groups.

This saves time and reduces errors inherent in entering foods by hand.

Users can create virtual "what-if" scenarios to test formula changes and see calculations on the fly. Plus, users can monitor changes by date and descriptions with built-in audit tracking.

Nutrition analysis for your recipes is automatic. Click on a report for a visual breakdown of the nutrient content therein.

We have reports that show the entire nutrition breakdown—Spreadsheet and Multi-column, for example—and reports that show just the calories and fats. There's also a report that shows MyPlate category equivalents and one that shows the amino acid picture, plus many others.

Relevant to your enterprise, too, is the recently added Food Menu Report, which adds a customizable menu-board style summary built with the new food service and restaurant specifications.

The constantly growing and meticulously maintained food and ingredient database ensures users will have the most accurate nutrient analysis and the most up-to-date nutrition information available, regardless of which software platform is being used.

The nutrition research team is sensitive to customer requests and market trends that help to keep the database current, varied and relevant. My Plate & Diabetic exchanges, and grouping of foods are included to assist many professionals with their analysis and planning. ESHA quality process and control formulas ensure accurate and trusted data. The nutritional database includes household staples and a unique collection of brand and restaurant foods to aid professionals in their work. The database supports ESHA products, third party applications and cloud platforms.

2. {Company} wants that data in a comprehensive tool to formulate, analyze and reports recipes for their vast food operations. Genesis R&D is intuitive and well-designed software developed for that express purpose.

How Genesis R&D fits {Company} Need - Features and benefits of the proposed work

With the best interface in the marketplace, {Company} will save time and reduce mistakes by choosing Genesis R&D. New ingredients and formulas are easily created or uploaded. Smart search features allow the user to quickly sift through user added or the 70,000 ingredients that are supplied in the database. Flexible searches allow the user to search by name, supplier, product, unique added user codes, nutrients amounts, or food characteristics.

Save and reuse formulas to create new formulas that are similar in design. Once created recipes can be stored with customizable group associations, and easily accessed by those some group tags. Users can create virtual What-if scenarios to test formula changes and see calculations on the fly. Monitor changes with date, user and descriptions with built-in audit tracking.

Calculate moisture, fat, and processing adjustments: subtract or add water/fat, view results on-screen immediately. Formulas can be easily scale recipes for viewing per serving and plate analysis. Automatically build ingredient statements, allergen statements, and nutrient content claims.

The recently added food menu reports adds a customizable menu board style summary built with the new food service and restaurant specifications.

3. {Company} needs to incorporate that into their workflow in an easy and efficient manner.

ESHA is the sole developer of Genesis R&D. By working directly with ESHA, {Company} will eliminate any unnecessary transactional friction and go-betweens, which only serves to add additional time and costs. {Company} will have the ability to transfer Genesis encrypted files directly to and from their lab and food partners who also use Genesis. This will eliminate formatting errors or human entry errors. Removing points of data entry provides the most efficient and accurate data transfer.

Many {Company} supplier partners already use Genesis: Brands such as PepsiCo, Coca-Cola, Starbucks, Nestle, H.J. Heinz, Kraft Foods, Oscar Mayer & Co., McDonald's, Bob's Red Mill, Ener-G Foods Inc., Enjoy Life Foods, Van's International Foods, Ken's Foods Inc., to name a few. These suppliers can send software documents directly to {Company} without re-keying.

It's likely, too, that the lab you will use for this project is a Genesis R&D customer.

In addition to easy data sharing with partners, data files in Genesis R&D can be exported in a variety of manners. Labels and analysis reports can be printed as graphic images or exported as text and PDF files. Plus, ESHA has developed a family of workflow tools allowing integration of files with other software platforms.

Differentiation

We are a technology company, yes. And, as such, we are at the cutting edge of software development. But, we're also a nutrition company whose employees have a vast understanding of nutrition, food composition and food trends.

And we're a company of relationships.

Thirty years of experience has allowed us to cultivate strong ties with our customers, who in turn have invited us to participate in their stories and develop solutions to make their jobs easier.

We benefit from our extensive network of consultants, laboratories, regulators, and industry members who provide us with invaluable insights and information on nutrition data and product development.

In fact, many of our larger customers allow us to participate in their strategy and roadmap development.

We also work closely with the USDA and food companies to get information directly from the source, rather than third-party acquisition and crowdsourcing of nutrition data.

In conclusion, we are uniquely able to deliver what we promise—an easy-to-use and powerful software fueled by the highest quality nutrition database on the market underscored by a team of passionate, smart and talented people.

We have worked hard to earn our customers' loyalty and trust and hope to earn yours, too.

3. {Company} needs to incorporate that into their workflow in an easy and efficient manner.

ESHA is the sole developer, distributor, and creator of Genesis. By working directly with ESHA, {Company} will eliminate any unnecessary transactional friction and go-betweens, which only serves to add additional time and costs. {Company} will have the ability to transfer Genesis encrypted files directly to and from their lab and food partners using Genesis, without formatting or human entry. Removing points of data entry provides the most efficient and accurate data transfer.

Many {Company} supplier partners have already chosen Genesis as their software of choice. Brands such as PepsiCo, Coca-Cola, Starbucks, Nestle, H.J. Heinz, Kraft Foods, Oscar Mayer & Co., McDonald's, Bob's Red Mill, Ener-G Foods Inc., Enjoy Life Foods, Van's International Foods, Ken's Foods Inc., to name a few. These suppliers can send software documents directly to {Company} without rekeying or integration.

Chemical and food analysis laboratories, the very institutions the food industry relies on for verifying nutrition content, also choose Genesis R&D. The lab chosen for this project is likely already a Genesis user and in the event that they are not, we recommend they become one to better serve {Company} project needs should {Company} chose ESHA Genesis R&D as their database nutrition analysis provider.

Data files in Genesis can be exported in a variety of manner. Labels and analysis reports can be printed as graphic images. Reports exported as text and PDF files. In addition, ESHA has developed a family of workflow tools allowing integration of files to a from other software platform. Users have the choice of a user interface controlled ESHA Port mapping tool for universal text delimited files transfers to the Genesis API giving developers the freedom to write custom scripting calls for live data updating of Genesis data in common SOAP and REST. Data files not in ESHA.

Differentiation

Our secret sauce is delivering the best software solution layered on top of the highest quality nutritional database, with a base of outstanding customer service. Genesis is a unique technology platform that integrates the best software functionality and features with the highest quality nutritional data, accessed by a user interface designed by customers for ease of use. Workflow integration is provided through export and API functionality. It's easy to use and very powerful.

Thirty years of experience has allowed us to cultivate strong relationships with our customers, allowing us to participate in their story and develop solutions to make their jobs easier. We have an extensive network of consultants, laboratories, regulators, and industries that provide us with invaluable insights and information on nutrition data and product development. Many of our larger customers allow us to participate in their strategy and roadmap development. We also work closely with the USDA and food companies to get information directly from the source, rather than 3rd party acquisition and crowd sourcing of nutrition data.

ESHA is a technology company with a deep and rich understanding of nutrition software, databases, and regulatory compliance, fueled by smart and talented people that take great pride in delivering the best nutrition software and database products to our customers. We have worked hard to earn our customers loyalty and trust.