



Joe West
Brooklyn Water Bagel Company

When Joe West, President of Brooklyn Water Bagel Franchise Company, needed his restaurants' menus nutritionally analyzed, he didn't quite know where to turn. Then he found MenuTrinfo®'s website, and gave CEO and Co-Founder Betsy Craig a call.

"I picked MenuTrinfo over their competitors because I liked Betsy and I liked her attitude, and they offered a good service at a reasonable price," Joe said.



Betsy Craig of MenuTrinfo with Joe West, President of Brooklyn Water Bagel Franchise Company.

Since Brooklyn Water Bagels is a franchise company, Joe was looking for a nutritional partner to help his team analyze the current menu and help develop future items as well.

"All of our restaurants have the same menu, so we wanted to get our menu nutrition analyzed early on," Joe said. "We wanted to offer a healthier alternative, and to do that we had to really understand the ingredients we were using—we wanted to know if they were really healthy or not."

Even though Joe was new to the menu analysis

process, MenuTrinfo's customer service, attention to detail, and solid systems exceeded his expectations.

"The MenuTrinfo staff were very easy to work with. We talked with them, we sent them our recipes—we had already standardized the recipes we use, so it was easy for them—they got back to us in a short time, and the information came back to us in a form we could easily understand," Joe said. "They make it easy."

Betsy was Joe's main contact at MenuTrinfo, and he was impressed by the personal touch that she puts into every client interaction.

"Betsy is a bright, smart, pleasant person to work with. She's easygoing and she makes you feel at ease. She makes you feel like you're her friend the first time she meets you, and she's also very energetic!"

Joe continues to call on MenuTrinfo for Brooklyn Water Bagels' nutritional needs, and he is happy to recommend their services to others.

"MenuTrinfo is a great organization. They are the only nutritional services company we work with, and I would absolutely recommend MenuTrinfo's services to anyone in the food service industry," Joe said.

MenuTrinfo®

For more information:

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