



*Gennaro DiMeo and Michele DiMeo
Squisito's Pizza & Pasta*

Squisito Pizza & Pasta® is a neighborhood Italian eatery concept that has grown to several locations in Maryland and is in the process of expanding into the franchise arena. When they were looking for a company to analyze nutritional information for its customers, owners Gennaro and Michele DiMeo turned to MenuTrinfo® for that help, and they've been extremely pleased with the results.

MenuTrinfo, owned and operated by Betsy and Rocky Craig, utilizes a staff of nutritional experts, specializing in providing nutritional analysis and other services for restaurants.



Betsy Craig of MenuTrinfo, left, with Gennaro DiMeo and Michele DiMeo of Squisito's

The DiMeos went through their recipes and gave MenuTrinfo lists of ingredients and quantities they used

in the recipes, and the MenuTrinfo team went to work analyzing the data. "Betsy put together for us all the nutritional information for our menus," Michele said. "She broke down for us the nutritional information, so we were able to not only use it on our website for our customers, but also to create a nutritional manual for each of our locations. This way, if customers come in and they want to know the nutritional breakdown of a dish, we have it on hand."

And for customers who are allergic to a particular ingredient, Michele said, MenuTrinfo has also given Squisito the ability to do a reverse lookup, so now their managers can quickly identify which menu items contain a particular ingredient and make an informed decision about what to serve and what not to serve those customers.

"We wound up changing a lot of our recipes," Michele said. "Actually, it was a pretty interesting story — the first round of nutritional information we got, both Gennaro and I almost had a heart attack when we saw the calorie levels and fat levels, and we right away said 'stop!' and Gennaro went back to the drawing board and changed almost every recipe.... So it actually prompted a whole change of our menu, too, because instead of having lunch and dinner portions, we now offer to our customers medio and grande all throughout the day, which are smaller portion sizes, which helped

with the calorie intake. And then the second thing is it also prompted us to add a whole 'nother area on our menu called Mangia Healthy, which are dishes of 700 calories or less, so this way we had a whole healthy section for our guests if they didn't want to choose from our normal dishes. And then it also prompted Gennaro going back to almost every recipe ... and we swapped out a lot of [ingredients] in each recipe that were higher in fat and calories for items that were healthier and that would produce a better end result for the customer and be more nutritionally sound and healthier for them."

The DiMeos knew they could have opted for a do-it-yourself software solution, but they determined that it would be far more cost-effective to engage MenuTrinfo as a full-service specialist.



One of the many delicious dishes that MenuTrinfo analyzed the nutritional for at Squisito's.

We don't have the manpower do that," Michele said. We have 13 restaurants and we're getting ready to launch franchises, and if it's easier to outsource something ... and to have somebody do something in a field that they know more about than we do, it's usually more cost-effective and a whole lot more efficient than trying to do something in-house that we're not experts on. ... It wouldn't even be the cost of

the software. It would be the time to train somebody to do the work, which makes no sense. Timing-wise it would probably be three times longer than what it took Rocky and Betsy to do the work."



Another benefit of relying on MenuTrinfo's expertise, Michele said, is that It makes customers feel better that there's a nutritional company that's behind us and it's not just us creating these numbers.

Also, she added, "Betsy's got good relationships with manufacturers and distributors, so if there's an item we don't know, she can go to a U.S. Food or a Sysco or whatever and help out by getting that label, so it was very easy."

So would Squisito recommend MenuTrinfo's services to other restaurants? "Oh, absolutely, are you kidding?! I mean Betsy is – she's phenomenal, her entire staff is," Michele said. "They're fabulous. I would definitely use them again. And in fact we're going to continue with the maintenance program, so we are still working with them."

MenuTrinfo®

For more information:

www.MenuTrinfo.com

888.767.MENU (6368)

155 N College Ave, Ste 200

Fort Collins, CO 80525

