Menu Labeling Practical Applications and Best Practices in Genesis R&D®

Presented by ESHA Research

Wednesday, October 23, 2019

11:00 AM PDT | 1:00 PM CDT | 2:00 PM EDT
ESHA Research

ESHA Research was established in 1981 as one of the very first nutrition software solutions. Today, ESHA’s suite of nutritional software products, services, and databases are recognized as the industry’s top choice for food and supplement formulation, recipe development, labeling, nutritional analysis, and regulatory compliance.

**ESHA Solutions**
- Genesis R&D® Food Formulation
- Genesis R&D® Supplement Formulation
- Food Processor® Nutrition & Diet Analysis
- Consulting Services

Our mission is to help remove the complexity of product development and regulatory compliance for the food, beverage, and supplement industries through software, services, and nutritional databases.
Genesis R&D® Foods

Genesis R&D® Foods, first released in 1991, is designed to help users manage processes, overcome industry challenges, and meet federal requirements. Industry professionals use Genesis R&D® for quick and accurate nutrient evaluation, virtual product development, nutrition labeling, and regulatory compliance.

- Product Development
- Formulation Analysis
- Menu Analysis
- Reporting
- Regulatory Compliance
Upcoming Webinars

Genesis R&D® Supplements 1.6 Feature Review | November 13, 2019

Genesis R&D Supplements® Version 1.6 offers new features to assist with formulation and labeling compliance. Enhancements include the ability to attach documents to Ingredients and Formulas, an alternate overage calculation method based on label claim, and UI changes designed to support product formulation. Lastly, we’ve published an ESHA Ingredient file that users can import into their database.

To register or view archived webinars please visit: www.esha.com/news-events/webinars

Stay tuned for more!
Please Note!

✓ The webinar is being recorded
✓ All webinars available on our website
✓ Submit your questions in the GoToWebinar control panel
What we’ll cover today

- Highlights of the Menu Label features in Genesis R&D®
- Build a Menu
- Display Calories
- Review Additional Nutrient Information
- Report Options
- Discuss Exporting
Genesis R&D® Menu Label

Use the Genesis R&D Menu Label features to help build and analyze your menus and to comply with FDA menu labeling requirements.
Menu Labeling Regulations

FDA Highlights
• Compliance Date: May 7, 2018
• Restaurants and similar food establishments that are part of a chain with 20 or more locations
• Standard menu items
• Calories displayed prominently on menus and menu boards
• Additional nutrition information available upon request

FDA Menu Labeling Requirements
https://www.fda.gov/food/food-labeling-nutrition/menu-labeling-requirements

FDA Menu Training Module
https://collaboration.fda.gov/mlm2/
There’s Much, Much More

• For in-depth instruction and working through examples, register for Genesis R&D® training with the Menu Label focus
• Training provides a full, organizational approach to working with ingredients and creating Recipes and Menus, reporting required and desired information, and addresses questions on specific scenarios

DIG IN!
Additional Nutrients

• In addition to Calories, these nutrients must be available upon request:
  • Total Fat
  • Saturated Fat
  • Trans Fat
  • Cholesterol
  • Sodium
  • Total Carbohydrate
  • Dietary Fiber
  • Total Sugars
  • Protein

• Covered establishments may also voluntarily report:
  • Vitamins and Minerals
  • Calories from Fat – listed in the final rule, but FDA guidance allows Calories from Fat to be omitted as consistent with 2016 food labeling regulation and FDA’s current thinking
Build Menu

“Categories”
• Used to group and list menu items
• Limitless and flexible - organize your items suited to your needs and menus
• Right-click for options

Search and select foods – from your Ingredient and Recipe files
• Names
• Calories
• Price
Names

- Common Name will be used if the field is populated – otherwise, full name (which may not be as friendly)
- To add or edit the Common Name
  - Right-click
  - Open Item
Display Calories

• Display Calories along with the menu items as quick reference

<table>
<thead>
<tr>
<th>Item Name</th>
<th>Quantity</th>
<th>Measure</th>
<th>Total Weight (g)</th>
<th>Calc (kcal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grilled Chicken Sand</td>
<td>1</td>
<td>Each</td>
<td>230.0000</td>
<td>418.6000</td>
</tr>
<tr>
<td>Tuna Salad Sandwich</td>
<td>1</td>
<td>Each</td>
<td>165.0000</td>
<td>391.0500</td>
</tr>
<tr>
<td>Turkey Sub</td>
<td>1</td>
<td>Each</td>
<td>184.0000</td>
<td>270.4800</td>
</tr>
<tr>
<td>Potato Salad</td>
<td>0.333</td>
<td>Cup</td>
<td>95.0000</td>
<td>108.3000</td>
</tr>
<tr>
<td>BBQ Potato Chips</td>
<td>1</td>
<td>Ounce-weight</td>
<td>28.3495</td>
<td>151.8724</td>
</tr>
<tr>
<td>Water</td>
<td>1</td>
<td>Cup</td>
<td>237.0000</td>
<td>0</td>
</tr>
<tr>
<td>Chocolate Milk</td>
<td>1</td>
<td>Cup</td>
<td>250.0000</td>
<td>155.0000</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>12</td>
<td>Fluid ounce</td>
<td>258.0000</td>
<td>140.0000</td>
</tr>
</tbody>
</table>
Display Price

• Display price along with menu items for quick reference
Calories Range

• Variable menu items
• Three or more selections
  • Multiple sizes or choices
• Combo Meals
  Calories 690 – 830
### Reports – Menu Label Report

Shows Menu Label nutrients

- **Price**
- **Allergens**
- **Ingredients**
- **Comments**
- **Additional nutrients**

<table>
<thead>
<tr>
<th>Item Name</th>
<th>Quantity</th>
<th>Measure</th>
<th>Price</th>
<th>Cals (kcal)</th>
<th>Fat (g)</th>
<th>SatFat (g)</th>
<th>TransFat (g)</th>
<th>Chol (mg)</th>
<th>Sod (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grilled Chicken Sandwich</td>
<td>1 Each</td>
<td></td>
<td>6.00</td>
<td>420</td>
<td>90</td>
<td>11</td>
<td>2</td>
<td>90</td>
<td>980</td>
</tr>
<tr>
<td>Luna Salad Sandwich</td>
<td>1 Each</td>
<td></td>
<td>6.00</td>
<td>390</td>
<td>150</td>
<td>17</td>
<td>2</td>
<td>35</td>
<td>580</td>
</tr>
<tr>
<td>Turkey Sub</td>
<td>1 Each</td>
<td></td>
<td>6.00</td>
<td>270</td>
<td>40</td>
<td>4.5</td>
<td>1</td>
<td>20</td>
<td>580</td>
</tr>
<tr>
<td>Potato Salad</td>
<td>1/3 Cup</td>
<td></td>
<td>2.00</td>
<td>110</td>
<td>50</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>55</td>
</tr>
<tr>
<td>BBQ Potato Chips</td>
<td>1 Ounce-wide</td>
<td></td>
<td>1.50</td>
<td>150</td>
<td>80</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>170</td>
</tr>
<tr>
<td>Water</td>
<td>1 Cup</td>
<td></td>
<td>1.50</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Chocolate Milk</td>
<td>1 Cup</td>
<td></td>
<td>2.00</td>
<td>160</td>
<td>25</td>
<td>2.5</td>
<td>1</td>
<td>15</td>
<td>160</td>
</tr>
<tr>
<td>Fanta-Cola</td>
<td>1 Fluid ounce</td>
<td></td>
<td>1.50</td>
<td>140</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>45</td>
</tr>
<tr>
<td>Meals (380-570 Calorie)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken Sandwich with Potato Salad</td>
<td>1 Serving</td>
<td></td>
<td>7.00</td>
<td>530</td>
<td>150</td>
<td>16</td>
<td>3</td>
<td>0</td>
<td>150</td>
</tr>
<tr>
<td>Chicken Sandwich with BBQ Potato Chips</td>
<td>1 Serving</td>
<td></td>
<td>7.00</td>
<td>570</td>
<td>180</td>
<td>20</td>
<td>3</td>
<td>0</td>
<td>90</td>
</tr>
<tr>
<td>Luna Salad Sandwich with Potato Salad</td>
<td>1 Serving</td>
<td></td>
<td>7.00</td>
<td>500</td>
<td>200</td>
<td>23</td>
<td>3</td>
<td>0</td>
<td>90</td>
</tr>
<tr>
<td>Luna Salad Sandwich with BBQ Potato Chips</td>
<td>1 Serving</td>
<td></td>
<td>7.00</td>
<td>540</td>
<td>230</td>
<td>26</td>
<td>3</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Turkey Sub with Potato Salad</td>
<td>1 Serving</td>
<td></td>
<td>7.00</td>
<td>380</td>
<td>90</td>
<td>10</td>
<td>2</td>
<td>0</td>
<td>890</td>
</tr>
<tr>
<td>Turkey Sub with BBQ Potato Chips</td>
<td>1 Serving</td>
<td></td>
<td>7.00</td>
<td>420</td>
<td>120</td>
<td>13</td>
<td>2</td>
<td>0</td>
<td>20</td>
</tr>
</tbody>
</table>
### Reports – Standard Nutrient Report

- Displays the menu with the required Menu Labeling nutrients
- Includes Calories from Fat

<table>
<thead>
<tr>
<th>Item Name</th>
<th>Quantity</th>
<th>Measure</th>
<th>Gram Weight</th>
<th>Cals (kcal)</th>
<th>Fat Cals (kcal)</th>
<th>Fat (g)</th>
<th>Sat Fat (g)</th>
<th>Trans Fat (g)</th>
<th>Chol (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entrees</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grilled Chicken Sandwich</td>
<td>1 Each</td>
<td></td>
<td>230</td>
<td>420</td>
<td>90</td>
<td>11</td>
<td>2</td>
<td>0</td>
<td>90</td>
</tr>
<tr>
<td>Tuna Salad Sandwich</td>
<td>1 Each</td>
<td></td>
<td>165</td>
<td>390</td>
<td>150</td>
<td>17</td>
<td>2</td>
<td>0</td>
<td>35</td>
</tr>
<tr>
<td>Turkey Sub</td>
<td>1 Each</td>
<td></td>
<td>184</td>
<td>270</td>
<td>40</td>
<td>4.5</td>
<td>1</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td><strong>Side Dishes</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potato Salad</td>
<td>1/2 Cup</td>
<td></td>
<td>95</td>
<td>110</td>
<td>50</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>55</td>
</tr>
<tr>
<td>BBQ Potato Chips</td>
<td>1 Ounce</td>
<td></td>
<td>28</td>
<td>150</td>
<td>80</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Beverages</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Water</td>
<td>1 Cup</td>
<td></td>
<td>237</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Chocolate Milk</td>
<td>1 Cup</td>
<td></td>
<td>250</td>
<td>160</td>
<td>25</td>
<td>2.5</td>
<td>1</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>12 Fluid ounce</td>
<td></td>
<td>258</td>
<td>140</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Combo Meals (380 - 570 Cals)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicken Sandwich with Potato Salad</td>
<td>1 Serving</td>
<td></td>
<td>325</td>
<td>530</td>
<td>150</td>
<td>16</td>
<td>3</td>
<td>0</td>
<td>150</td>
</tr>
</tbody>
</table>
Nutrients to View

• Create a set or sets of nutrients in Genesis R&D® for display on reports
Exporting

• Export menu and data to:
  • Printed materials
  • Menu boards
  • Websites

• How:
  • Export options in the file
  • ESHA Port

~ LUNCH MENU ~

SANDWICHES:  $6
Grilled Chicken  420 Cal
Tuna Salad  390 Cal
Turkey Sub  270 Cal

SIDES:
Potato Salad  $2  110 Cal
BBQ Chips  $1.50  150 Cal

COMBO MEALS:  $7
Includes choice of sandwich, one side dish.
Genesis R&D® Training

Genesis R&D® Training | November 5-7, 2019 | Oak Brook, IL
Professional and/or Advanced training session. The first two days cover the fundamentals of the Genesis R&D® Food program: creating ingredients, building recipes/formulas, nutrition analysis and reporting, labeling, and best practices. In addition, you can attend a third day of Advanced instruction, or just attend the Advanced session as a single day. Advanced training presents more complex scenarios and more comprehensive regulatory issues.

Genesis R&D® Training: Professional + Menu Label | December 4-5, 2019 | Oak Brook, IL
Instruction covers the fundamentals of the Genesis R&D® Food program: creating ingredients, building recipes/formulas, nutrition analysis and reporting, labeling, and best practices. In addition, the class includes direction and discussion on the 2018 Menu Labeling requirements and Menu Label features in Genesis R&D®.

See the Full Schedule and more to come in 2020: https://www.esha.com/news-events/training-schedule/