

**FOR IMMEDIATE RELEASE**

## **NUTRITICS COMMENCES OPERATIONS IN 100<sup>TH</sup> COUNTRY**

Nutritics, already established as the leading global provider of nutrition analysis software, has commenced operations in its 100<sup>th</sup> country. The landmark was achieved when Nutritics commenced working with a healthcare client in Antigua and Barbuda.

Since the Company commenced trading in mid-2013, dietitians, sports scientists, educators, nutritionists and food service operators have rushed to the Irish company's website to avail of their software, which provides a range of nutrition analysis tools to assist with dietary assessment, meal planning and recipe analysis.

Commenting on this recent success, CEO Damian O'Kelly noted:

"We are pleased to reach this significant landmark. We are expanding into a new territory on average once every ten days. When my brother and I sat down at our kitchen table three years ago, we had no idea that what we were planning would become such an international success. Our company prides itself on our culture of innovation, customer experience and hard work and I'm pleased to see this translate into such strong growth.

Whilst this milestone is important, we are still at the start of what is a very exciting journey. Our recent innovations, which include a proprietary method to analyse nutrient cooking losses and inedible waste, highlight that we will continue to innovate fast to exceed our client's expectations."

Clients have flocked to the platform as a result of the Company's growing reputation for providing the most comprehensive and accurate nutrition analysis solution on the market, without compromising user experience.

Nutritics provides its software to leading global brands including premiership football teams, international institutes of sport, leading hospitals, foodservice operators and universities.

The Company is focused on further growth by continuing to expand into new territories alongside developing its client base further in its existing markets.

**ENDS**

## **Note to Editors**

Nutritics has developed a nutrition platform that provides dietitians, sports scientists, nutritionists and food service operators with the tools to facilitate in-depth dietary assessment, meal plan creation and recipe analysis. Nutritics unique approach to nutrition analysis enables the implementation of effective, evidence based interventions. The Company offers four products:

- Nutritics Professional – Used by dietitians and nutrition professionals to assess patient’s dietary intake and for meal planning based on specific clinical conditions (e.g. diabetes)
- Nutritics Education – Used by University students and Researchers for educational purposes and large research projects (e.g. population nutrition assessments)
- Nutritics Performance – Used by sports scientists and nutritionists for athlete meal planning, primarily to assess intake and expenditure around events (e.g. match, competition)
- Nutritics Insight – Used by chefs and foodservice operators to analyse the nutrition, allergens and costings of recipes.

## **Contact information**

For further details, or to arrange an interview with the Nutritics Executive Team, please contact Katie Hughes, Nutritics Press Officer, by email at **marketing@nutritics.com**

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IMAGES

Nutritics Logo



Nutritics Co-Founder Damian and Ciaran O’Kelly with acting Irish Taoiseach  
Enda Kenny

