

Fresh Tri Selects Edamam To Provide Recipes For Its Healthy-Eating Habit Formation App

Edamam delivers tailored recipe selections to power ideas and tips that help Fresh Tri's users transform their health through habits.

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/EINPresswire.com/ -- [Fresh Tri](#), a

behavior change technology company working with employers and

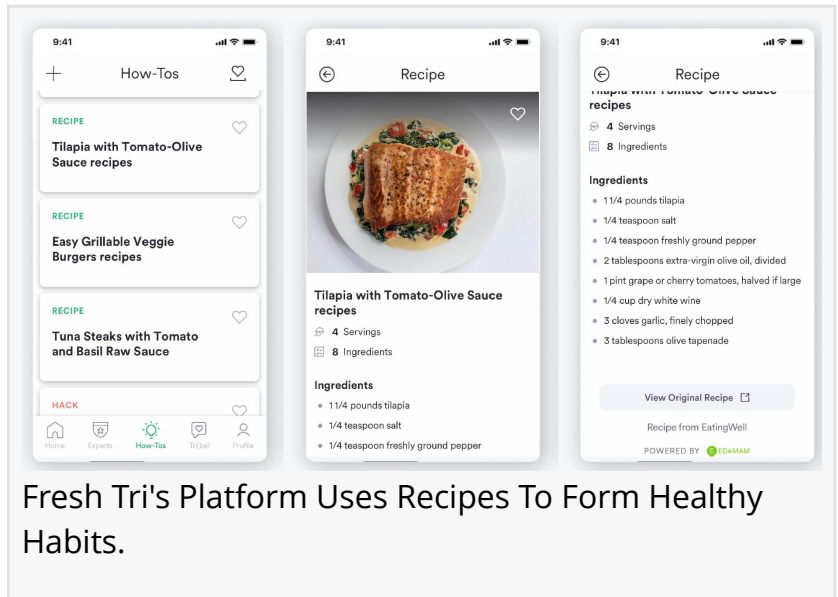
individuals across the United States to transform health through mindset

training and habit change, has

partnered with [Edamam](#), a leading

provider of food and nutrition data solutions, to source healthy recipes for its mobile application.

Fresh Tri was co-developed with Walmart and is available for free to Walmart associates.



Fresh Tri's Platform Uses Recipes To Form Healthy Habits.

“

Partnering with Fresh Tri really fits our core mission of helping people eat better.”

Victor Penev

The Fresh Tri app trains users in a unique mindset, called the Iterative Mindset™, to achieve sustainable weight loss. Fresh Tri's offering draws on the success of a study it conducted with Walmart associates using the Fresh Tri app in combination with mindset training.

In response to user interest in healthy recipe content, and in support of an online shopping experience that nudges

users toward healthier eating behaviors, Fresh Tri engaged Edamam to supply contextual recipes to help users practice habits using the app. Edamam's deep nutrition data, as well as its allergen and diet tagging of recipes, allows for both personalization and variety in recommending recipes to shoppers and supplements Fresh Tri's habit formation engine.

“Fresh Tri allows users to practice and develop healthy habits, and Edamam provides us with a dynamic solution to offer recipes to our users that align with their practice,” explained Jonathan Har-Even, Chief Commercial Officer of Fresh Tri.

“Partnering with Fresh Tri really fits our core mission of helping people eat better. With the pandemic accelerating both the online grocery shopping and healthy eating trends, we are seeing significant interest in personalized recipe recommendations across the grocery sector,” commented Victor Penev, Edamam’s Founder and CEO.

Edamam has built a database of over 5 million recipes, nutritionally analyzed and tagged for every nutrient, allergen, diet and chronic condition. It offers access to this via its Recipe Search API or as [licensed content](#).

With Fresh Tri, users build new healthy-eating habits by selecting a one-week practice from a menu of evidence-based behaviors. Fresh Tri trains users to adopt the Iterative Mindset, a unique, practice-and-tweak approach that Fresh Tri discovered in Walmart associates who had lost significant weight and kept it off.

About Edamam

Edamam organizes the world’s food knowledge and provides nutrition data services and value-added solutions to health, wellness and food businesses. Using a proprietary semantic technology platform, it delivers real-time nutrition analysis and diet recommendations via APIs. Edamam’s technology helps customers answer for their clients the perennial question: “What should I eat?”

Edamam’s partners and clients include Nestle, Amazon, The Food Network, The New York Times, Microsoft and Barilla.

For more information, please visit www.edamam.com or developer.edamam.com.

About Fresh Tri

Choose the API you need

- Nutrition Analysis**: Copy/paste any food recipe and learn its nutrition details in under a second. [MORE >](#) [SIGN UP](#)
- Food Database Lookup**: Get free access to a database with over 700,000 foods and 520K unique UPC codes. [MORE >](#) [SIGN UP](#)
- Food Entity Extraction**: Analyze any food text and use our powerful food named entity extraction. [MORE >](#) [SIGN UP](#)
- Recipe Licensing**: License over 40,000 full recipes and nutrition for over 2 million web recipes. [MORE >](#) [CONTACT US](#)
- Recipe Search**: Search over 2 million recipes by diets, calories and nutrient ranges. [MORE >](#) [SIGN UP](#)
- Meal Recommendation Engine**: Personalized meal recommendations using 28 nutrients and 40 diets/allergies. [MORE >](#) [SIGN UP](#)

The leading nutrition data API provider.

EDAMAM
Food. Data. Health

WHAT WE DO
Edamam offers meal recommendation and nutrition analysis solutions to food, health and wellness companies. Clients either integrate with one of our APIs for real-time data service or license targeted datasets.

OUR IMPACT

- POWER NUTRITION**: Edamam powers nutrition for a number of large clients, including Nestlé, Amazon and The Food Network.
- FASTER & CHEAPER SOLUTION**: We save clients both time and money by providing real-time data service at fraction of the cost of traditional solutions.
- 40,000 BUSINESS SUBSCRIBERS**: Our APIs have over 40,000 subscribers, building meal recommendation, food logging and nutrition data apps.

CHALLENGES WE SOLVE

- 1 Demand for real-time, accurate nutrition data and personalized meal recommendations is growing.
- 2 Food, health and wellness businesses need scalable, fast and affordable ways to meet this demand.
- 3 Current solutions are either manual (slow and expensive) or scalable but incomplete and inaccurate.

HOW WE ARE UNIQUE

- 1 We offer fast, reliable, always on data services at a fraction of the cost of existing nutrition data providers.
- 2 Our meal recommendation and nutrition analysis leverage the largest database of recipes and foods and proprietary search and natural language technology.

OUR PRODUCTS AND TECHNOLOGY

- Real-time nutrition analysis, using natural language processing
- Database of 5 million recipes and 750K foods, nutritionally tagged and analyzed for all nutrients, diets, chronic conditions
- Diet recommendation engine, leveraging proprietary search algorithms

Partners: Nestlé, Amazon, Barilla, Microsoft, epicurious

Edamam Powers Nutrition Data Solutions for Food, Health and Wellness Businesses

Fresh Tri is a behavior change technology company with offerings focusing on mindset, practice and iteration that invite users to test-drive healthy habits, removing the guesswork and feelings of failure that can often accompany lifestyle changes. Fresh Tri allows users to iterate their way to success. There is no "fail" — only practice and iteration. Fresh Tri uses a simple, positive approach based on the brain science of habit formation. Find out more about Fresh Tri: freshtri.com, Instagram, Facebook

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