

# Edamam and Sifter Partner Up to Provide Complementary Nutrition Driven Personalization Services

*Edamam and Sifter will cross-market their services, offering developers and companies the ability to build end-to-end diet and shopping nutrition solutions.*

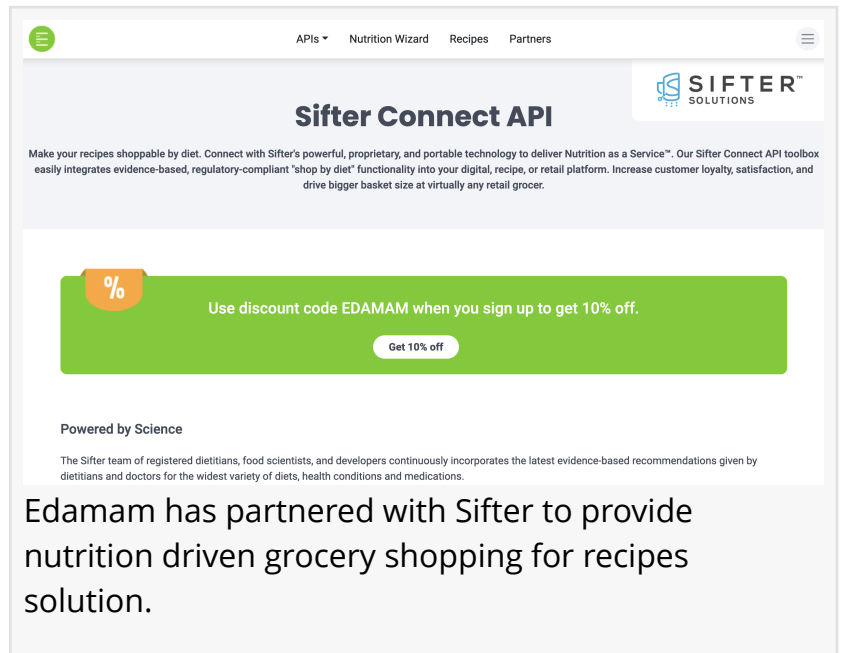
NEW YORK, NY, US, March 7, 2022

[/EINPresswire.com/](https://EINPresswire.com/) -- Edamam, a nutrition data provider of data and API solutions to the food, health, and wellness sectors, and Sifter, a personalized nutrition company aiming to help consumers choose and shop for food based on diet and nutrition needs, announced today a partnership to cross promote and market their products. This offers developers and businesses an easy way to build their customers an end-to-end shoppable recipe solution based on their personal diet.

“

The partnership with Sifter allows us to offer to our developers and customers a much requested shoppability solution that complements our recipe-based meal recommendation and recipe search products.”

*Victor Penev*



The screenshot shows the Sifter Connect API website. At the top, there is a navigation bar with links for APIs, Nutrition Wizard, Recipes, and Partners. The main heading is "Sifter Connect API" with the Sifter Solutions logo. Below the heading, a sub-heading reads: "Make your recipes shoppable by diet. Connect with Sifter's powerful, proprietary, and portable technology to deliver Nutrition as a Service™. Our Sifter Connect API toolbox easily integrates evidence-based, regulatory-compliant 'shop by diet' functionality into your digital, recipe, or retail platform. Increase customer loyalty, satisfaction, and drive bigger basket size at virtually any retail grocer." A prominent green banner features a percentage sign icon and the text: "Use discount code EDAMAM when you sign up to get 10% off." with a "Get 10% off" button. Below the banner, it says "Powered by Science" and a small paragraph: "The Sifter team of registered dietitians, food scientists, and developers continuously incorporates the latest evidence-based recommendations given by dietitians and doctors for the widest variety of diets, health conditions and medications." At the bottom of the screenshot, a text block states: "Edamam has partnered with Sifter to provide nutrition driven grocery shopping for recipes solution."

The two companies have focused on the recipe space. This leverages Edamam’s industry-leading [Recipe Search API](#) and extensive database of 5+ million nutritionally analyzed and tagged recipes with Sifter’s unmatched capability to create diet and nutrition-driven personalized grocery shopping baskets for consumers. The partnership will provide easy access to two solutions, which when combined, can enable true, personalized, recipe-based meal planning with the ability to shop for the food ingredients either in-store or online at grocery stores across the United States.

The two solutions can be found via [Sifter’s partner profile](#)

[on Edamam](#) and [Edamam's partner profile on Sifter](#). Information about the companies' full range of services can be found on [edamam.com](#) and [sifter.solutions](#).

"The partnership with Sifter allows us to offer to our developers and customers a much requested shoppability solution that complements our recipe-based meal recommendation and recipe search products," explained Victor Penev, the Founder and CEO of Edamam.

"Sifter is excited to work with Edamam and leverage their recipe expertise to significantly expand our ability to provide truly personalized and nutrition-driven meal-to-check-out solutions to businesses," added Andrew Parkinson, Sifter's CEO and co-founder.

#### 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 their clients' perennial question: "What should I eat?"

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

For more information, please visit [www.edamam.com](http://www.edamam.com) or [developer.edamam.com](http://developer.edamam.com).

#### About Sifter

Pioneering grocery e-commerce entrepreneurs Andrew and Thomas Parkinson, founders of Peapod and ItemMaster, created Sifter, a powerful Nutrition as a Service™ platform for the millions of consumers who avoid food allergens or follow a special health diet. Using a

The screenshot displays the Edamam website's 'Recipe Search API' section. At the top, there are two promotional cards: 'Recipe Scoring' and 'Recipe Search API from our partner Edamam'. Below these is a 'Ready to Get Started?' section with a 'CONTACT US' button. The main content area features a 'Recipe Search API' header with a sub-header: 'Edamam's Recipe Search API lets you integrate recipes and faceted recipe search into your websites or mobile applications.' Below this is a navigation menu with 'Pricing' selected. The pricing table is as follows:

	DEVELOPER	ENTERPRISE CORE	ENTERPRISE UNLIMITED
Monthly fee	FREE	\$49 per month	\$999 per month
Overage cost per hit	Not allowed	\$0.01/per hit	\$0 per hit
	<a href="#">Get Started</a>	<a href="#">Subscribe Now</a>	<a href="#">Contact Us</a>

Below the pricing table, there is a text block: 'Edamam's Recipe Search API allows searching by ingredient, nutrient, diet, allergen, cuisine and provides highly relevant results from across the recipe web.'

proprietary, science-based "sifting" technology with 130+ diet and nutrition filters, the free, interactive site allows users to find food products and dietary supplements based on their personal diet needs and preferences. Sifter technology also powers retail, brand, and healthcare platforms. Corporate partners and advisors include registered dietitians, health & wellness organizations, major retailers, brands, and data providers to ensure our search platform delivers accurate and trustworthy results. To learn more, visit [Sifter.shop](https://sifter.shop) (consumer site) and [Sifter.solutions](https://sifter.solutions) (business applications).

Victor Penev

Edamam

+1 6463788317

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/564716552>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.