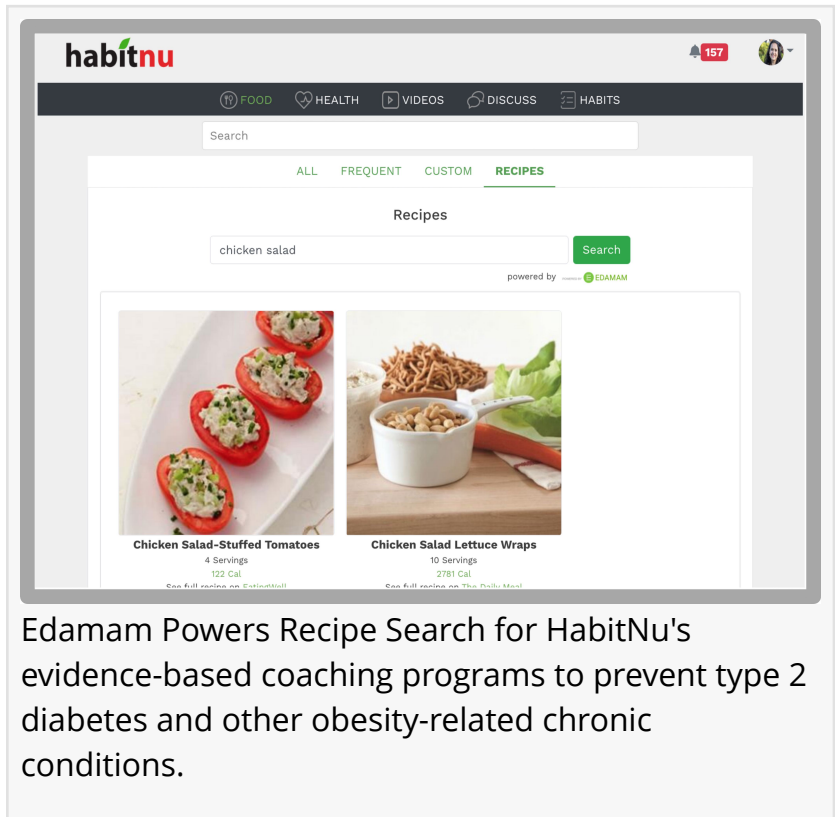


HabitNu Leverages Edamam's Recipe Search API to Create Healthy Eating Habits

HabitNu leverages Edamam's capability to provide recipe personalization from a database of 5 million nutritionally analyzed and tagged recipes.

NEW YORK, NY, US, December 29, 2022 /EINPresswire.com/ -- [HabitNu](#), a Centers for Disease Control ("CDC") recognized provider of evidence-based coaching programs to prevent type 2 diabetes and other obesity-related chronic conditions, has been using [Edamam's](#) industry-leading [Recipe Search API](#) for over three years to provide personalized, real-time meal recommendations for people with chronic conditions to meet their wellness goals.



Edamam Powers Recipe Search for HabitNu's evidence-based coaching programs to prevent type 2 diabetes and other obesity-related chronic conditions.

HabitNu focuses on several chronic conditions including diabetes prevention, diabetes management, heart health, and weight loss. In each of these areas, the company's primary approach has been the deployment of evidence-based nudges to move consumers toward healthier habits. Food choices are an important element in all those target areas and Edamam's unparalleled capability to provide breath and personalization of recipes in real-time align well with HabitNu's delivery model.

“

HabitNu is a perfect example of how our technology and data can be leveraged by organizations to drive behavior changes and health outcomes.”

Victor Penev

“We do not force participants to follow a particular diet but, instead, provide visual signals to highlight when individuals exceed their daily calories, carbs, fats or sodium thresholds and nudge them towards healthier alternatives. Edamam provided exactly what we needed

when we were exploring integrating with a healthy recipe nudge platform,” commented Sindhu Rajan, HabitNu's Founder and CEO.

“HabitNu is a perfect example of how our technology and data can be leveraged by organizations to drive behavior changes and health outcomes,” added Victor Penev, Edamam’s Founder and CEO.

Edamam offers a broad range of nutrition data solutions via APIs and as licensed datasets. In addition to the Recipe Search API leveraged by HabitNu, Edamam also offers a Nutrition Analysis API and a Food Database API. Edamam has built the largest dataset of meals and nutrition in the world with over 5 million recipes and 1 million foods, analyzed and tagged for every nutrient, allergen, lifestyle diet, chronic condition, meal type, dish type, and cuisine. Its solutions are trusted by industry leaders such as Nestle, Amazon, Food Network, Microsoft, Hearst, McCormick and many more.

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 HabitNu

The screenshot shows the Edamam Recipe Search API pricing page. At the top, there's a navigation bar with links for APIs, Nutrition Wizard, Recipes, and Partners. The main heading is "Recipe Search API" with a subtext: "Edamam's Recipe Search API lets you integrate recipes and faceted recipe search into your websites or mobile applications." Below this is a table with pricing details.

	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
	Get Started	Subscribe Now	Contact Us

Edamam's Recipe Search API allows searching by ingredient, nutrient, diet, allergen, cuisine and provides highly relevant results from across the recipe web.

The screenshot shows the Edamam website homepage. The header features the Edamam logo and the tagline "Food. Data. Health." Below this is a section titled "WHAT WE DO" with a description: "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." The "OUR IMPACT" section highlights three key points: "POWER NUTRITION" (Edamam powers nutrition for a number of large clients, including Nestle, 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), and "40,000 BUSINESS SUBSCRIBERS" (Our APIs have over 40,000 subscribers, building meal recommendation, food logging and nutrition data apps). The "CHALLENGES WE SOLVE" section lists three challenges: 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. The "HOW WE ARE UNIQUE" section lists two unique features: 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. The "OUR PRODUCTS AND TECHNOLOGY" section lists three products: 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; and Diet recommendation engine, leveraging proprietary search algorithms. The bottom of the page shows three mobile app interfaces.

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

HabitNu is a health and wellness company that leverages behavioral economics (the science of how and why people behave the way they do) to help individuals shape healthier habits for a lifetime. HabitNu works with hospital systems, pharmacies, state agencies, payers, and employers to prevent or manage chronic diseases such as type 2 diabetes and hypertension. HabitNu has received full recognition status by the Centers for Disease Control and Prevention (CDC) to deliver all four modalities of the National Diabetes Prevention Program (in-person, online, distance learning and combination). Learn more at habitnu.com.

Victor Penev

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