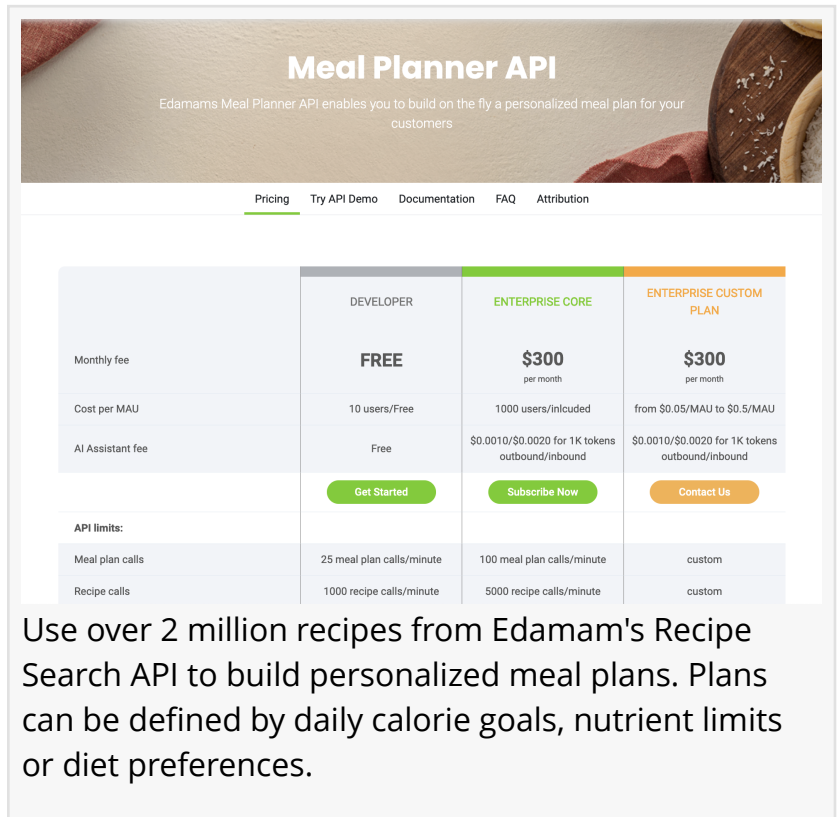


Edamam Partners with Instacart to Bring Grocery Shopping to Its Meal Planner

Edamam announced an integration with Instacart to enable seamless grocery shopping experience as a feature of its personalized meal planning solution.

NEW YORK, NY, UNITED STATES,
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EINPresswire.com/ -- [Edamam](#), an industry leader in food and nutrition data solutions for business in the health, wellness, and food sectors, announced today an integration with [Instacart](#), the premier provider of grocery ordering and delivery. Edamam is leveraging Instacart’s shopping cart functionality within its own [Meal Planner API](#). Going forward, clients and developers will be able to build personalized meal planning experiences with the ability to offer grocery shopping as a feature of the meal plans.



	DEVELOPER	ENTERPRISE CORE	ENTERPRISE CUSTOM PLAN
Monthly fee	FREE	\$300 per month	\$300 per month
Cost per MAU	10 users/Free	1000 users/included	from \$0.05/MAU to \$0.5/MAU
AI Assistant fee	Free	\$0.0010/\$0.0020 for 1K tokens outbound/inbound	\$0.0010/\$0.0020 for 1K tokens outbound/inbound
<div style="display: flex; justify-content: space-around;"> Get Started Subscribe Now Contact Us </div>			
API limits:			
Meal plan calls	25 meal plan calls/minute	100 meal plan calls/minute	custom
Recipe calls	1000 recipe calls/minute	5000 recipe calls/minute	custom

Use over 2 million recipes from Edamam's Recipe Search API to build personalized meal plans. Plans can be defined by daily calorie goals, nutrient limits or diet preferences.

People who use meal plans demand the ability to seamlessly order and get delivered the groceries prescribed by the meal plan. This end-to-end experience is key, as it removes a friction point and allows people to better adhere to prescribed meal plans and achieve their health and wellness goals.



Helping people eat better is our mission. Personalized meal planning with integrated grocery shopping is one of the ways we work towards that mission.”

Victor Penev

“Grocery shopping is a natural extension of a meal planning solution and among the most requested features by clients,” explained Victor Penev, the Edamam’s Founder and CEO.

Enterprise Core subscribers to Edamam’s Meal Planner API can immediately start using the shopping cart feature. The shopping list access point within the Meal Planner API returns a

response containing a link to a shopping cart on Instacart.

Edamam's clients can now build for their customers, employees, or patients a solution that generates a personalized meal plan using Edamam and grocery delivery at home from Instacart.

"Helping people eat better is our mission. Personalized meal planning with integrated grocery shopping is one of the ways we work towards that mission," added Victor Penev.

Edamam plans to improve on its meal planning solution next by adding snacks and simple foods alongside recipes, allowing for multi-meal planning beyond the key breakfast, lunch, and dinner eating occasions.

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

Victor Penev

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The screenshot displays a meal planner interface for three days. Each day is divided into Breakfast, Lunch, and Dinner sections. Each meal card includes a recipe name, a photo, the number of servings, the total calories, and a breakdown of protein, fat, and carbohydrate content.

Day	Meal	Recipe	Servings	Calories	Protein	Fat	Carb
Day 1	Breakfast	Pretzel Rolls (a.k.a. Laugen Broetchen) recipes	4	466 kcal	14 g	1 g	96 g
	Lunch	Bihari Kabab Recipe	6	500 kcal	35 g	36 g	6 g
	Dinner	Roasted Garlic-Herb Mushrooms and Butternut Mash	4	499 kcal	10 g	34 g	50 g
Day 2	Breakfast	Buttermilk Blueberry Oat Flour Pancakes	5	466 kcal	11 g	20 g	62 g
	Lunch	Caramel Apple Pork Chops	4	500 kcal	42 g	28 g	17 g
	Dinner	Stuffed Chicken with Apples, Gouda, and Kale recipes	4	499 kcal	58 g	17 g	24 g
Day 3	Breakfast	Flaky Sriracha Pancakes recipes	4	466 kcal	12 g	6 g	87 g
	Lunch	Jacket potatoes with pork and mushroom ragu	6	500 kcal	23 g	24 g	46 g
	Dinner	Lemongrass Pork & Spaghetti Squash Noodle Bowl with Peanut Sauce	4	499 kcal	33 g	30 g	29 g

The website homepage features a navigation bar with 'EDAMAM', 'APIs', 'Nutrition Wizard', 'Recipes', 'Partners', 'Signup API', and 'Accounts'. The main content area is titled 'Leading provider of nutrition data and analytics' and lists three APIs: Nutrition Analysis API (copy/paste a recipe for instant nutrition details), Food Database API (access to 900,000 foods and 680,000 UPC codes), and Recipe Search API (search over 2.3 million recipes). A 'Signup API' button is prominently displayed. Below this, statistics are shown: 2.3M recipes, 900K food items, 40+ major diets/allergens, 150+ nutrients, and 200+ chronic conditions.

Edamam's Meal Planner API allows you to create fully customizable meal plans for up to 14 days.

Edamam is the industry leading provider of nutrition data solutions via APIs and licensed datasets.

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