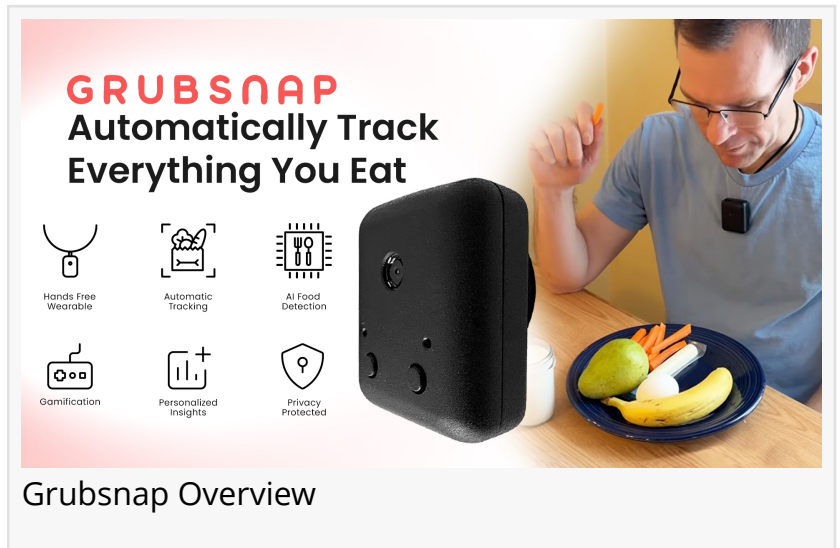


Grubsnap launches on Kickstarter to automate tedious food logging

A passive, all-day food tracker that replaces tedious manual logging with AI-powered meal capture and gamified health insights

VIENNA, VA, UNITED STATES, June 2, 2026 /EINPresswire.com/ -- Grubsnap, an early-stage consumer wearables startup, today announced the Kickstarter launch of its flagship product: an AI-powered wearable camera that automatically detects, captures, and logs every meal you eat — no buttons, no apps to open, no manual entry. The campaign is live now at kickstarter.com with packages starting at \$99.



Grubsnap addresses one of the last major gaps in passive health tracking: nutrition. While wearables already monitor sleep, fitness, stress, meal logging has remained stubbornly manual.

Manual food tracking is the #1 reason people abandon nutrition apps. Studies show that over 70% of users quit logging within two weeks because it's tedious, time-consuming, and easy to forget. Grubsnap was built to solve that problem at the source: by removing the user from the loop entirely.

“We kept hearing the same thing from people trying to eat better — they know what to do, they just can’t keep up with logging it,” said Alfonso Nguyen, co-founder of Grubsnap. “So we built something that just watches your meals for you. You wear it, you eat, and your day is logged. That’s it.”

How It Works

- * Automated All-Day Tracking: Wearable device that automatically takes pictures of your food without any user action
- * AI Food Detection: AI trained to categorize foods and ignore everything else
- * Personalized Insights: AI insights to analyze patterns and recommend healthy choices

* Gamified Progress: Daily streaks, nutrition scores, and personalized challenges turn healthy eating into a habit that sticks

Alfonso Nguyen

Grubsnap

press@grubsnap.co

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/912799770>

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.

© 1995-2026 Newsmatics Inc. All Right Reserved.