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honeygrow × EveryBite

A case study in dietary preference transparency, and how honeygrow transformed nutrition and allergen information across 79+ locations with a single source of truth.

CASE STUDY

[DIGITAL NUTRITION & ALLERGEN MENU](#)

What motivated honeygrow to introduce SmartMenu, and what goals were you hoping to achieve with a more transparent digital nutrition and allergen menu?

honeygrow was built on a simple idea: fresh, wholesome, made-to-order food that guests can customize exactly the way they want it.

The Core Tension

The signature create-your-own stir-fry allows guests to mix and match bases, vegetables, proteins, and sauces into **thousands of possible combinations**. That flexibility is the heart of the brand, but it also makes nutrition and allergen transparency hard to keep up with.

As honeygrow grew past **75 locations across multiple states and regulatory jurisdictions**, four priorities converged into a need for a better solution.

Four Converging Priorities

1. **Ingredient transparency:** guests expect to know exactly what's in their food
2. **Regulatory compliance:** labeling or allergen requirements vary by state/city and keep evolving
3. **Dietary confidence:** guests with allergies needed to order without guesswork
4. **Team efficiency:** reduce repetitive nutrition inquiries to the Guest Response team

 SmartMenu lets honeygrow pursue all four goals at once with a single source of truth, rather than solving them in piecemeal, manual ways.

Before SmartMenu, how were you managing nutrition and allergen information, and what challenges did that create for your team or guests?

Before SmartMenu, honeygrow maintained nutrition and allergen information through a **manually produced PDF**. It worked but it was fragile, slow, and fundamentally mismatched to the way guests actually eat.

Manual Updates Created Challenges

Every recipe change, ingredient update, or regional variation required a manual rebuild introducing real risk of error and creating a lag between what was true in the kitchen and what was reflected on paper.

Personalization Can Be Difficult

A static PDF is not flexible, not searchable, and critically, cannot let a guest calculate nutrition for a create-your-own stir-fry. With thousands of possible combinations, there is no realistic way to pre-print that information.

Serving Guests with Dietary Restrictions

The guests who most needed transparency those managing allergies, calories, or specific dietary goals, were the ones the old format served the least. Every limited-time offer or market-specific change meant another manual rebuild.

How did the SmartMenu rollout go, and what was the onboarding experience like with the EveryBite/MenuCalc team?

*"Honestly, it went incredibly well. The rollout was smooth from start to finish, which is not something I say lightly given how many systems we integrate across our operation. **John Paul Thomas**, VP Of Ops Services"*

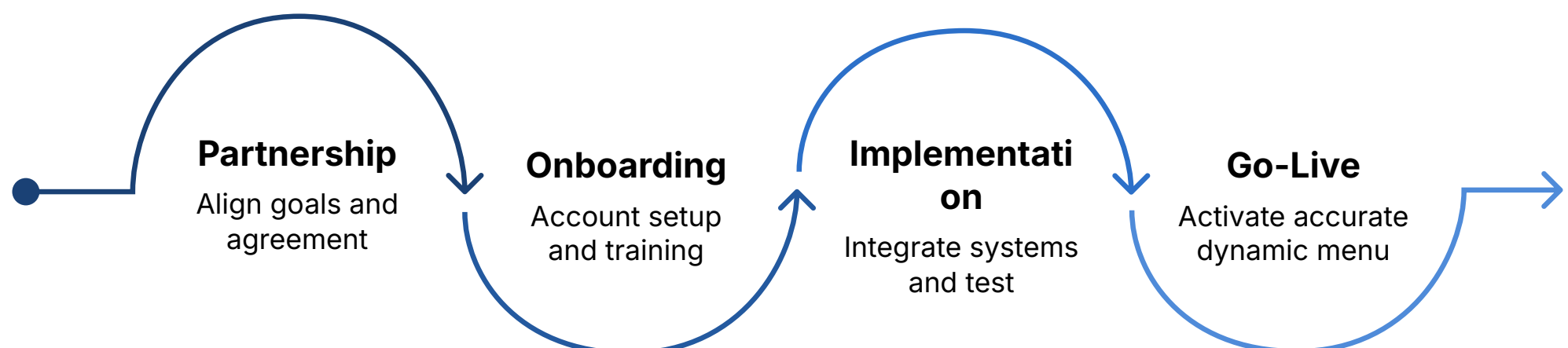
A True Partnership

The EveryBite and MenuCalc team was **responsive, supportive, and communicative** throughout the entire implementation. Questions got answered quickly, implementation steps were clear, and they acted as a genuine partner rather than just a vendor handing over a tool.

That kind of onboarding experience makes a real difference — it means the technology actually goes live and gets adopted instead of stalling somewhere in the middle.

What Made It Work

- Fast, clear answers to every question
- Transparent implementation steps
- Minimal drain on the internal team's time
- Accurate, dynamic SmartMenu stood up without friction
- Smooth integration with existing systems



The implementation followed a clear progression from initial partnership through technical integration to a fully live, accurate, and dynamic menu experience across all locations.

How Have Guests Responded?

Guest response has been **overwhelmingly positive**, and the signals came from multiple directions at once.

Immediate Drop in Inquiries

The most noticeable change was a meaningful reduction in nutrition and allergen questions reaching the team and restaurant locations. When information is right there, transparent and easy to navigate, guests can self-serve with confidence.

Unprompted Positive Feedback

Field operators shared that regulars gave them positive, unprompted feedback. When loyal guests take the time to mention that something made their experience better, that is one of the strongest signals a brand can receive.

More Than Compliance

The feedback confirmed that SmartMenu is not just a compliance checkbox it is something guests actually value and use. It became a genuine part of the honeygrow experience.

Have you noticed measurable results, such as reduced allergen questions, smoother operations, or stronger guest loyalty?

The impact showed up clearly across three dimensions: guest experience, operational efficiency, and brand loyalty.

60%

Fewer Inquiries

Estimated reduction in nutrition and allergen-related guest inquiries reaching the Guest Response team and restaurant staff

Guest Experience

Guests with dietary restrictions can now build a meal with confidence instead of guesswork turning customization from a transparency challenge into a transparency strength.

79+

Locations Covered

Accurate, up-to-date nutrition and allergen information rolled out from one centralized system across all locations

Operations

Eliminated several hours per menu cycle of manual document production. Menu changes and regional variations now update instantly across all 79+ locations.

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Source of Truth

A single, dynamic, maintainable system replaced a manual, error-prone PDF process dramatically faster and far less risky to update

Loyalty

Positive feedback from regulars and increased confidence among guests with dietary restrictions reinforces the trust-based relationship honeygrow wants with its guests.

How does SmartMenu align with honeygrow's mission to deliver healthy, customizable experiences and stay ahead of compliance?

"SmartMenu does for information what honeygrow already does for food."

honeygrow's mission has always been to deliver fresh, healthy, fully customizable meals. SmartMenu makes the nutrition and allergen reality of that customization **transparent in real time**.

→ Customization Becomes a Strength

A guest building a create-your-own stir-fry can now understand exactly what they are eating as they build it — turning what was once a transparency challenge into a transparency advantage.

→ Staying Ahead of Compliance

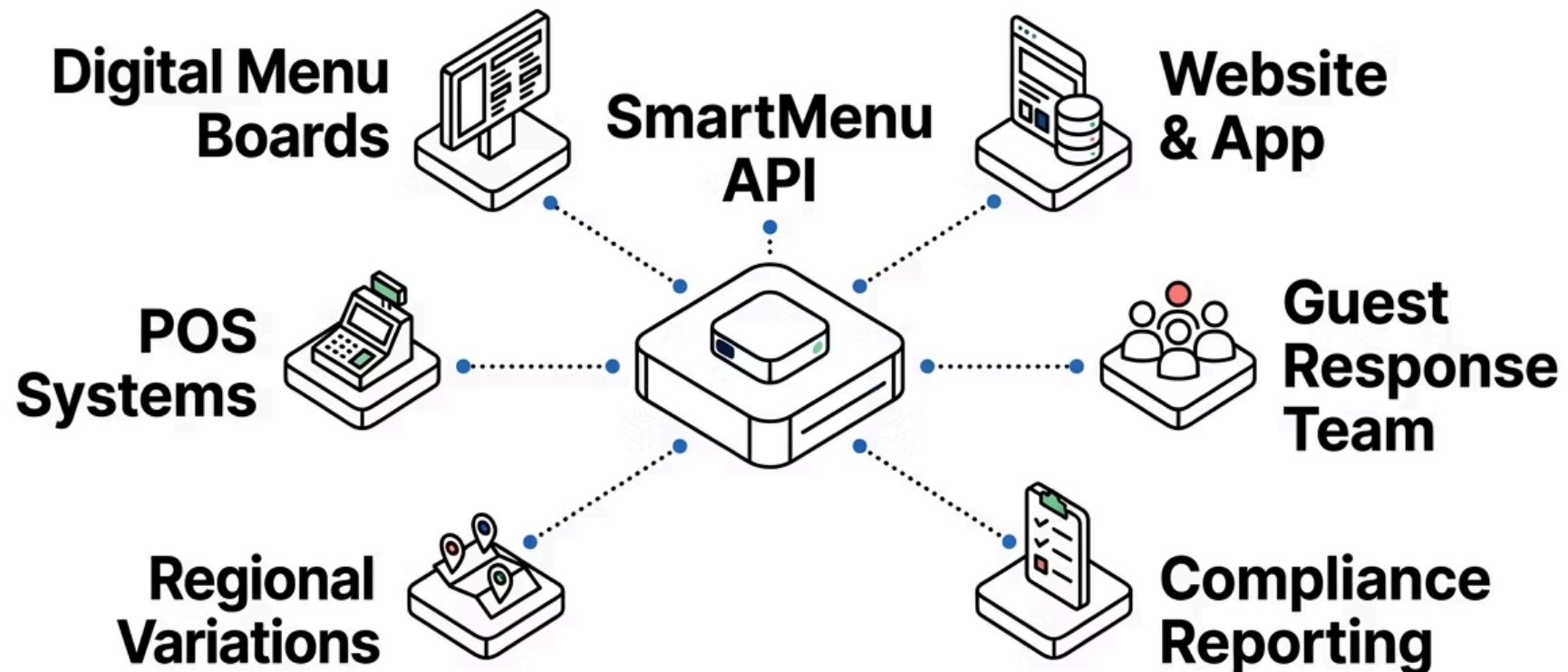
Menu labeling and allergen disclosure requirements differ by market and keep evolving. A single, authoritative, easily updated system means honeygrow can adapt quickly and consistently everywhere it operates.

→ Brand Promise Delivered

SmartMenu supports the brand promise guests trust honeygrow for, while giving operations and leadership teams confidence that obligations are being met in every region.

The API Advantage: One Source of Truth

The SmartMenu API is what makes the solution truly scale — transforming nutrition data from an isolated silo into a living, connected system.



Without the API

- Nutrition data maintained in disconnected silos
- Inconsistent information across digital properties
- Manual updates required in multiple places
- Risk of outdated data reaching guests

With the SmartMenu API

- Single source of truth feeds all systems
- Consistent information everywhere guests encounter it
- One update propagates across all digital properties
- Real-time accuracy at every touchpoint

Why It Works for Multi-Location Operators

For an operation managing many locations and multiple compliance environments, the SmartMenu and API combination delivers compounding value across every dimension of the business.



Saves Real Time

Eliminated hours of manual PDF production per menu cycle. Updates that once required a full document rebuild now happen in minutes from a single centralized system.



Reduces Real Risk

Dynamic, maintainable data replaces error-prone manual processes. Compliance across varying regional requirements is managed consistently from one authoritative source.



Improves Guest Experience

Guests with dietary restrictions and food allergies can build meals with confidence. Transparent, searchable, real-time information turns ordering into an empowering experience.



Scales With Growth

Whether managing 79 or 179 locations, the same single source of truth scales seamlessly no additional manual overhead as the brand expands into new markets.

If another restaurant brand asked you whether SmartMenu and the API is worth it, what would you tell them?

"I would tell them yes, without hesitation especially if customization or transparency is core to who you are. **John Paul Thomas**, VP Of Ops Services"

For any restaurant brand considering SmartMenu and the API, honeygrow's experience offers a clear and compelling answer.

The Guest-Facing Win

SmartMenu solves the problem of accurate, searchable, dynamic nutrition and allergen information including for highly customizable items that a static document can never handle.

The Operational Win

The API creates a single source of truth that feeds digital properties and downstream systems, keeping information consistent everywhere a guest encounters it at scale, across every location.

The Partnership Win

Smooth onboarding, a team that acted as a true partner, and results that showed up quickly. The combination of technology and support made the difference between a tool that stalls and one that delivers.

- ✓ The results were clear: a 60% reduction in guest inquiries, hours of manual work eliminated per menu cycle, and accurate information live across all 79+ locations — from one centralized system.