

Eat This Much Goes Mobile to Put Any Diet on Autopilot

Automated nutritionist and meal planner Eat This Much, which has generated over 13 million meal plans on its website, releases iOS app that makes it easier than ever for users to create and follow personalized diets

Eat This Much, the virtual nutritionist and meal planner, today announced the launch of its first iOS app. Eat This Much, which 180,000 web users are already utilizing to create fully customizable meal plans, is now available for iOS. Eat This Much tailors meal plans to any diet, constantly adapting to users' tastes and budget by accessing 200,000 foods and more than 1,500 curated recipes. Since the app accounts for gluten-free, dairy-free or vegetarian diets, and includes suggestions for incorporating leftovers and preferred ingredients, it's the ideal companion for anyone looking to live a healthier lifestyle or control weight. Download the free iOS app from the App Store today at <https://itunes.apple.com/us/app/eat-this-much/id981637806>

"There is a huge barrier between knowing how you want to eat and the iterating on the many steps required to accomplish your goals, such as calorie counting, getting the right groceries, and selecting recipes. Eat This Much takes all the hassle and monotony out of reaching your desired health outcomes," said Louis Dementhon, Eat This Much CEO and Founder. "The most common reasons people come to us include new vegetarians seeking guidance on incorporating sufficient protein into their meals, and clients who want to discover what eating 2,000 calories really looks like. With our new app, you just tell us what you want to achieve and we will support every step of the way as you adapt to your diet or healthy lifestyle."

Launched in 2013 with the ambition of automating the most difficult and tedious parts of eating well, Eat This Much's meal suggestion algorithms factor together a user's individual measures, goals, and dietary restrictions to generate personalized weekly meal plans. Drawing from a growing database of recipes, the app can rapidly provide sample plans to those curious about starting a new diet, as well as allowing those already following strict plans to enjoy a diverse diet within their parameters and budget. Options to control variety in specific meals or days make more complicated strategies such as carb cycling or intermittent fasting easy to automate. Plans can be updated in response to missed meals or updated user goals, and Eat This Much's software constantly learns and adapts to users' unique profiles based on their likes and dislikes.

"As a professional athlete, I need to prioritize both health and efficiency in my diet. Eat This Much is incredibly useful when it comes to creating a meal plan that's easy and convenient to follow," writes Federal Hockey League player Justin Levac. "I use it in the off season to find the best macronutrient ratios to achieve maximum energy while aiming for optimal body composition. When my teammates ask me how I got in such good shape, I always stress the importance of diet and I forward them to Eat This Much."

The app is free to download, although users may subscribe to a premium service with additional features. The free features are sufficient for users seeking information only, while premium is focused on providing support and assistance in following recommended plans.

Free Account Features:

- Create unlimited, nutritionally accurate meal plans based on calories, carbs, fat, protein, sodium and more
- Tailor profile to suit individual tastes, allergies and restrictions
- Enter personal recipes or customize suggested recipes with substitutions or notes
- "Block" and "favorite" recipes to improve plans as you go

Premium Subscriber Features:

- Automatically create weekly plan on preferred grocery day with recipes and grocery list
- Generate personalized nutritional targets for each day of the week
- Account for leftovers to reduce food waste and account for your budget
- Scale up individual meals for multiple people
- Save and print meal plans and grocery lists for future use
- Save excess groceries for use in future plans with pantry manager

Pricing and Availability:

The daily meal plan generator is free, and the automatic weekly planner and meal plan calendar are available for \$8.99 a month, with discount offered for annual commitment.

A free full-feature trial of Eat This Much Premium is also available, and can be accessed through the App Store's In-App Purchase system. The app works as a standalone product but accounts can also be accessed on the website at www.eatthismuch.com. Eat This Much for Android coming soon.

About Eat This Much

Eat This Much Inc. is a startup based out of Los Angeles, CA focused on building nutrition tools of the future. Originally a personal project, the company has grown to include Founder/CEO Louis Dementhon, CTO Patrick McKeown and CBO Mike Chronley who completed their undergraduate degrees at UCLA together. The team is focused on making it easier for people to follow all types of diets and does not advocate a particular eating philosophy or plan.

For more information, please visit www.EatThisMuch.com. Keep up to date by following www.twitter.com/EatThisMuch and liking on Facebook [here](#).

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