UK’S TOP DIET APP LAUNCHES IN NORTH AMERICA

Wednesday 24 September, 2014

Nutracheck - the UK’s top selling diet app in Apple’s App Store - is now available in the USA

The British company behind Nutracheck - the UK’s top-rated diet and calorie counting App – has today launched their unique market-leading App in the US.

The company’s UK App is already the top selling calorie counter in Apple’s App store. Now Nutracheck co-founder and MD, Tim Vryenhoef, and the team have extended the availability of the App to the USA, which will allow American users to track and tot up their daily calorie intake with ease via a picture database of over 300,000 popular American foods.

"We have created an award-winning food diary based weight loss system and established ourselves as industry leaders here in the UK.

“Research* shows that Nutracheck’s eat, track and lose process is the sensible, scientific and fad-free way to lose weight safely, relying on the tried and tested ‘food diary’ approach to weight loss. Keeping a food diary can double diet weight loss – which shows that if we’re interested, we’re much more motivated!

“We’ve worked hard to create an easy, user-friendly way to count calories and we strive to keep one step ahead in the competitive diet app market. We are delighted to now offer our unique product to consumers throughout North America.”

Key features of Nutracheck’s US App include:

USA food database of over 300,000 products with colour photos for fast identification and appropriate serving sizes
Barcode scanning feature to easily update your food diary
Recipe and meal builder to calorie count homemade dishes
Forums for support, where members can share hints and tips
Available for iPhone and iPad

North American consumers can download and try the Nutracheck App for free.

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Notes for newsdesk:

*Kaiser Permanente Center for Health Research US - July 2008

www.kaiserpermanente.org

About Nutracheck:

www.nutracheck.co.uk

Nutracheck is an innovative, multi-award winning calorie counter and food diary App for weight loss. It was the UK’s first combined mobile and online diet, launched 2005.

The Nutracheck App is the UK’s top selling calorie counter in Apple’s App Store.

The Nutracheck service has been developed over nine years and is based on the proven food diary approach to weight loss and weight maintenance.

Nutracheck is at: Bridgford Business Centre, 29 Bridgford Road, West Bridgford, Nottingham NG2 6AU, United Kingdom.

For more info, or to interview Tim Vryenhoef, please call Karen Veness on

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