

Health Freak

Nutrition intelligence for the UK eat-out market

HT360 — ExCeL London — March 2026





The Problem

12bn+

meals eaten out of home in
the UK each year

<5%

of UK restaurants provide
meaningful nutrition data at
dish level

Consumers want to eat healthier when dining out — but have almost no tools to make informed choices. Restaurants have no standardised way to showcase the nutritional quality of their menus.



What is Health Freak?

A platform that scores every dish on every menu — so consumers can find healthier options and restaurants can prove the quality of their food.



Consumer App

An iOS app that lets diners search, filter and compare dishes across restaurants by health score, dietary profile and nutritional goals.



Restaurant Scoring

A proprietary algorithm (MQS) that scores every dish on a restaurant's menu, plus a Restaurant Leaf Score rating the overall health quality of each venue.



Data & API

Nutrition intelligence as a service — licensable scoring data for delivery platforms, corporate wellness, insurers and food industry partners.



Our Mission

*Make nutrition visible at the point of choice
— so every meal out can be an informed one.*



Transparency

Bring nutritional clarity to a market that has almost none



Empowerment

Give consumers the tools to eat in line with their health goals



Reward Quality

Help restaurants that invest in healthier food get recognised for it



How the Scoring Works

Dish Score (MQS)

Every dish rated 0-100

- ✓ Macro balance (protein, fibre, fat, sugar, salt)
- ✓ Micronutrient density
- ✓ Caloric appropriateness
- ✓ Five dietary profiles: Base, Protein Prime, Fibre First, Lean Cut, Bio Hacker

Restaurant Leaf Score

Every venue rated 1-4 leaves

- 🌿 Menu Health Score — average nutritional quality across the menu
- 🌿 Nutritional Transparency — how openly nutrition info is shared
- 🌿 Healthy Options Variety — breadth of healthier choices
- 🌿 Preparation Clarity — how clearly cooking methods are communicated

Why This Matters for Your Restaurant



Stand Out to Health-Conscious Diners

The GLP-1 wave and wellness trend mean a growing segment actively seeks healthier options. A strong Leaf Score makes you discoverable to them.



Future-Proof Against Regulation

HFSS rules and calorie labelling mandates are tightening. Having dish-level scoring infrastructure positions you ahead of the curve.



Menu Intelligence

Understand how your dishes score relative to competitors. Identify which items to promote, reformulate or highlight for specific audiences.



Attract Corporate & Wellness Partners

Employer wellness programmes, health insurers and nutrition apps all need restaurant data. A scored menu unlocks B2B partnerships.



How We Work Together

Your restaurant is already scored and live on Health Freak — these tiers are about what you do with it.

Discover

- ✓ Claim your restaurant profile
- ✓ Access your full private scoring report
- ✓ Identify your highest-scoring dishes
- ✓ Benchmark against your category

Free

Showcase

- ✓ Enhanced listing with priority placement
- ✓ Featured listing for health-conscious diners
- ✓ Leaf Score badge for your marketing
- ✓ Monthly performance insights

Partnership fee applies

Integrate

- ✓ API access for your own app/website
- ✓ Real-time scoring on menu changes
- ✓ White-label nutrition displays
- ✓ Priority support + co-marketing

Enterprise / API licence

Claim Your Restaurant Profile



1



2



3



4

Find Your Restaurant

Search for your venue on Health Freak — your menu is likely already scored.

We Score Everything

Our algorithm analyses every dish across all nutritional dimensions and dietary profiles.

Claim Your Profile

Verify ownership and unlock your full private report — dish scores, Leaf Score, and benchmarks.

Go Further

Upgrade to Showcase or Integrate when you're ready to put your score to work.



Most restaurants can claim their profile and access their full report in minutes.

Let's Score Your Menu

We'd love to show you how your food stacks up — and how Health Freak can help your restaurant stand out to the growing wave of health-conscious diners.

Cem — Founder, Health Freak

healthfreak.uk

