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## **BURGERVILLE PROVIDES GUESTS WITH EASY ACCESS TO NUTRITIONAL INFORMATION AND HEALTH FACTS WITH THEIR ORDER**

*Pacific Northwest chain partners with SmartReceipt Inc.*

*to show guests nutritional data on their purchase receipts*

VANCOUVER, Wash. – May 18, 2010 – Now you can see the nutritional value of the meal you just ordered at Burgerville through a new program the iconic restaurant chain is rolling out to all of its 39 locations in Oregon and Southwest Washington. Burgerville is the first burger restaurant chain to introduce the Nutricate program, a nutritional education and enhanced marketing solution from SmartReceipt Inc.

This program, first piloted at Burgerville's restaurant on Northeast Martin Luther King Boulevard in Portland, is the latest initiative that the restaurant chain is taking to help their guests make healthy food choices. Nutritional information, including calorie, fiber, fat and carbohydrate counts, is prominently featured on the front of all receipts

"We want our guests to know exactly what they are getting when they order from us," said Jeff Harvey, Burgerville CEO. "That way guests can take control of their food choices and make sure that they feel satisfied and empowered when they eat at Burgerville. The Nutricate program offers a very clear view into how each meal fits into our overall eating habits."

The nutrition data reflects customized orders from guests, such as no tartar sauce on a halibut sandwich or extra dressing on a salad. The receipts feature a helpful hint, such as "If you are trying to eat healthier, try 'holding the chipotle mayo' on your sandwich and save 180 calories and 18g of fat." Coupons that can be used on future visits to Burgerville are also included.

"Burgerville's implementation of Nutricate throughout their chain proves that they want their guests to be active participants in their interactions," said Jay Ferro, founder and CEO of SmartReceipt, Inc. "Through the success of their pilot program, Burgerville provided us with great feedback from their guests, which we have incorporated into their Nutricate program."

### **About Burgerville**

Burgerville is a quick service restaurant company with 39 locations throughout Oregon and Southwest Washington, serving guests fresh, great tasting food from a mission to "serve with love." Burgerville's values extend beyond locally grown berries, all-natural beef, Walla Walla onions and cage-free eggs. At Burgerville, the commitment to fresh,

local and sustainable values is about helping people and communities thrive. The innovative company, established in 1961, is redefining industry norms by providing affordable health care for hourly employees and their dependents, purchasing wind power equal to their total energy use, converting used trans-fat free cooking oil to biodiesel and implementing comprehensive resource stewardship and recycling. In addition to its restaurant locations, the Burgerville Nomad, a mobile kitchen, serves guests at community events and in communities not currently reached by Burgerville. For more information about Burgerville, please visit [www.burgerville.com](http://www.burgerville.com)

#### **About SmartReceipt**

Santa Barbara, California-based SmartReceipt Inc provides powerful customer engagement solutions for the retail and foodservice industries. SmartReceipt offers a range of products that enable companies to engage with their customers in an affordable, convenient, dynamic fashion. By delivering the right message to the right customer at precisely the right moment, SmartReceipt products offer the most effective way to engage with the customer. SmartReceipt's [Nutricate](#) program provides personalized, convenient and meaningful nutrition information and education to consumers.

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