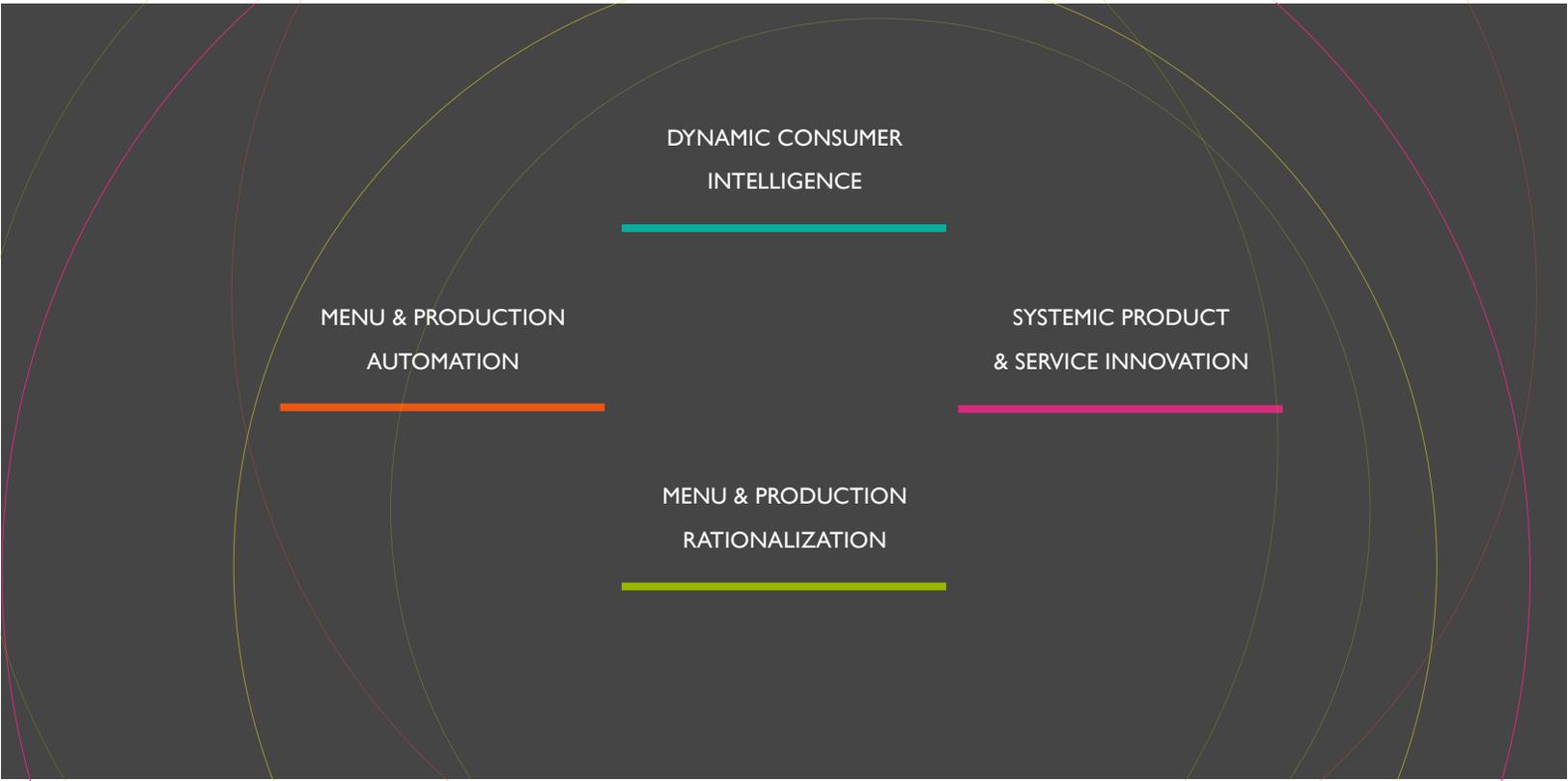# Morsum

Managed Food Service Solutions

Managing client and consumer value propositions in managed food services has never been more challenging. **Wasting less food, knowing your end consumer precisely and innovating systemically have never been more important.**

Morsum technology is helping some of the world's largest and most complicated managed food service companies navigate the rapid digitization of food. Game-changing Total Food Product services developed in Business Dining, Healthcare, Higher Education, K-12 and Events are delivering significant marketplace advantages and dramatic efficiencies in marketing, production and IT spend.

DYNAMIC CONSUMER
INTELLIGENCE

MENU & PRODUCTION
AUTOMATION

SYSTEMIC PRODUCT
& SERVICE INNOVATION

MENU & PRODUCTION
RATIONALIZATION

Morsell™

Morsell is Morsum's omnichannel consumer transactional and communications interface. Morsell ordering technology is available in smartphone applications, desktop, kiosk and wearable devices. Morsell consumer platforms are available for white label.

Alimean™

Alimean is Morsum's food analysis engine. Using a series of proprietary machine learning models, Alimean produces and automates decisions on what food product to make, for whom, when and what time/time period providing unrivalled accuracy and efficiency in the food operation process.

Taskmaster™

Taskmaster is Morsum's core expedite and production workflow manager tracking and logging every expedite and production activity associated with the production and distribution (including delivery) of all food product. Taskmaster workflows are automatically generated from Bodie production plans (item matching and volumetric). Taskmaster provides unrivaled personnel performance and productivity data and real labor cost-to-produce for any food item. Production decisions and optimal production are fully automated. Taskmaster is available in web, native mobile and AR modules.

Recipedia™

Recipedia is Morsum's recipe matching product. Nutrait's can be matched to millions of prepared food items for the development of "fitting" and ranked food products for production.

Pom™

POM is Morsum's PoS importer application allowing any point of sale source data to be mapped to underlying food data for effective production planning, product innovation and consumer recommendation and offer personalization.

Nutrait™

Nutrait is Morsum's central multivariate food preference mark. A Nutrait can be applied to any food to define the flavor, macronutrient and chemical properties and; to any individual or group to define flavor preference and macronutrient needs. The Nutrait mapping between consumer and food product will become the central decision basis for food consumption.

FACs™

FACs is Morsum's "FICO for Food" application, based on 32 key consumer metrics, providing dynamic core consumer segmentation and valuation and creating the basis for timely, relevant and valued communications, promotions and rewards.

Bodie™

Bodie is Morsum core ML technology harnessing sales, underlying food data and cohort profile information, Bodie constructs, apportions and prepares menu production plans automating all human menu planning activity. Bodie default accuracy is minimum of 95% to future sales.

Morsum technologies can be secured via:

Full fOS suite licence

Individual module or product licences

Open access and API call charge

Morsum