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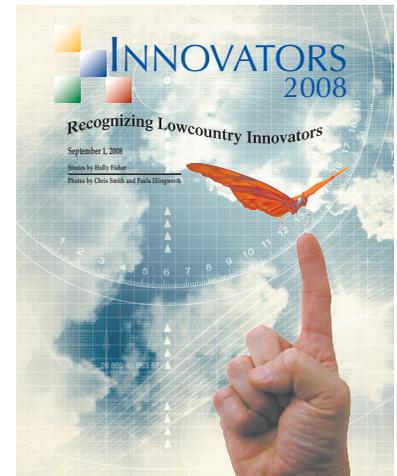
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INNOVATORS 2008

Recognizing Lowcountry Innovators



Pensarc Software Development Charleston

www.pensarc.com

www.FitMenu.net

Chris McNeil, president

One of the greatest obstacles for people who are following a diet and exercise plan is eating out.

Enter the FitMenu. Developed by Chris McNeil, president of Pensarc Software Development, FitMenu gives diners information about healthy meal options at dozens of restaurants.

McNeil has worked with local restaurants to highlight three menu items that meet such healthy requirements as low fat, low sugar, low sodium, high fiber, high protein and vegetarian.

In many cases, McNeil has worked directly with the chefs to modify some meals so they fit the FitMenu guidelines. Often, McNeil said, it's just a matter of chefs reducing the amount of oil or butter used in a meal. The food tastes same, but is much healthier.

Not even six months old, FitMenu features more than a dozen restaurants in the Charleston region, including Sette, Moe's Southwest Grill, Mustard Seed and Southend Brewery. Diners can search for restaurants online at www.fitmenu.net or pick up a FitMenu card at participating restaurants (selected restaurants have a FitMenu sticker on their front door).

McNeil's plan is to take this program nationwide over the next year. The business model uses sponsors and advertisers on the Web site.

"Society doesn't support a healthy lifestyle, so this is a way to make it easy for people," McNeil said. "This is a way to make it easier to live healthy."

