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ASIA

How AI is Moving Nutrition from Advice to Action

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In an era where health meets high-tech, the newly launched MENU â?? ORDER AI is gearing up to transform how we dine. Designed to deliver real-time, personalised meal guidance, the app is rapidly expanding beyond its U.S. roots, now offering multilingual support to serve health-conscious diners worldwide. With global GLP-1 adoption accelerating and new dietary guidance from the World Health Organisation (WHO) emphasising higher protein intake, MENU â?? ORDER AI arrives at a pivotal moment for nutrition and AI.

At the helm is Melissa Butler, Founder and CEO of MENU â?? ORDER AI, who is leading the charge in redefining how consumers make food decisions in real time. In this interview with NUFFOODS Spectrum and AI Spectrum India, Butler discusses the appâ??s global expansion, upcoming premium features, and future capabilities and how MENU â?? ORDER AI

is positioning itself to become the first truly international, real-time dining companion, bridging medical insight and everyday eating, one order at a time.

What prompted MENU â?? ORDER AI to expand into multilingual support at this stage, and how do you see global accessibility shaping the appâ??s growth?

We added multilingual support because the demand for real-time nutrition guidance isnâ??t just in the U.S. anymore. Weâ??re seeing users across Europe, Asia, and Latin America who want help choosing high-protein and GLP-1 friendly options from one restaurant choice or scan of a menu. Making Menu-Order-AI accessible in more languages lets us serve that global momentum and positions us as the first truly international real-time GLP-1 dining companion.

The WHOâ??s recent findings emphasise protein intake for GLP-1 users. How is MENU â?? ORDER AI uniquely positioned to translate this guidance into real-time, practical meal choices for users?

The WHOâ??s guidance really validates what weâ??ve been building. GLP-1 users are being told they need more protein, but in real life, that guidance breaks down the moment they open a menu. Menu-Order-AI is uniquely positioned because it translates that recommendation into an instant, practical decision: what to order right now.

You mentioned that the appâ??s basic version remains free while premium features roll out later this month. How do â??Join My Tableâ?• and â??Track My Macrosâ?• deepen user engagement and support long-term metabolic health?

Even though the core menu analysis stays free, our new premium features are designed to help people stay consistent long-term. With â??Track My Macros,â?? users can log anything they eatâ??whether itâ??s from one restaurant choice or scan of a menu, something they made at home, or even a meal they capture with our â??scan my plateâ?? feature. And â??Join My Tableâ?? lets people form small, niche groups that help them stay accountable. Together, these features turn Menu-Order-AI into more than a moment-to-moment helper; they make it a companion for ongoing, healthier eating.

With the app launching on Google Play in early 2026, what regions or user groups are you prioritising for the next phase of expansion?

As we expand onto Google Play, weâ??re prioritising regions where GLP-1 adoption and restaurant delivery culture are growing fastestâ??parts of Europe, Latin America, and Asia. Weâ??re also focused on younger Android-heavy audiences who rely on food delivery platforms and want quick, high-protein, GLP-1-friendly guidance from one restaurant choice or scan of a menu. Growing onto Android lets us reach millions of people who need this support but havenâ??t been able to access Menu-Order-AI yet.

Future versions will include activity-tracking capabilities, potentially making MENUâ??ORDER AI the first full real-time health and fitness companion. How do you envision AI shaping personalised health behaviour over the next two years?

AI is moving health guidance from reactive to predictive. With upcoming activity-tracking capabilities, Menu-Order-AI is on track to become the leading real-time nutrition, dietary, and dining companion. A complete real-time health and fitness companionâ??uniquely positioned to lead this shift and give every diner personalised nutrition support the moment they need it most

As GLP-1 adoption accelerates globally, what role do you see AI tools like MENU â?? ORDER AI playing in supporting sustainable, science-backed lifestyle change beyond medication use?

As GLP-1 adoption accelerates globally, AI tools will become critical in helping people build sustainable, science-backed habits that extend well beyond medication use. GLP-1s may reduce appetite, but they donâ??t teach people how to eat, how to fuel properly, or how to make decisions in real time. That is exactly where AI tools like Menu-Order-AI become indispensable.

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