Silvergreens Restaurant is First to Offer Nutritional Information Printed on the Back of a Two-Sided Receipt

December 18, 2008 at 10:01 AM EST

Two-Sided Receipt Printing Allows Restaurant to Efficiently Communicate with Customers While Saving Paper

DAYTON, Ohio--(BUSINESS WIRE)--Dec. 18, 2008--Utilizing technology from Nutricate and NCR Corporation (NYSE:NCR), Silvergreens Restaurant has announced it is the first restaurant to deliver personalized nutritional information on the back of its sales receipts with two-sided printing technology.

The solution is installed at Silvergreens Restaurant's newly-opened location in Santa Barbara, Calif.

By using the NCR RealPOS(TM) Two-Sided Thermal Receipt Printer - which allows businesses to print simultaneously on both sides of the receipt with dual print heads - the restaurant can deliver nutritional information to its patrons while keeping the length of receipts more manageable. This approach increases customer satisfaction and helps Silvergreens save paper, up to 45 percent, by splitting the receipt.

"While some in the industry worry that showing the calories will scare customers, we felt it would be an advantage," said Brian Rocha, operating partner of Silvergreens Restaurant. "Our customers love the receipt. Virtually everyone reads their nutritional values, quizzes and coupons we offer. The bottom line is that our customers appreciate the transparency and have rewarded us with loyalty."

Nutricate's software enables restaurants to communicate personalized nutritional information about customers' orders. Silvergreens uses the NCR two-sided printer, which runs on a point-of-sale system from MICROS Systems, to print the information from Nutricate on the back of each receipt. This is a softer approach to communicating about nutrition in a restaurant environment. And, as an additional advantage, Silvergreens' receipts can also contain targeted marketing messages and promotions.

"This exciting deployment opens the door in the restaurant industry for many useful applications of two-sided printing," said Dan Bogan, vice president and general manager of NCR Consumables. "NCR two-sided thermal printing is emerging as an industry-standard in receipt printing, with the flexibility to run on nearly any vendor's system."

Jay Ferro, chief executive officer of Nutricate Corporation, added, "Incorporating NCR's innovative two-sided printing technology with Nutricate's marketing and nutrition communication software is a true win-win for the foodservice industry. It increases the amount of information operators are able to provide their customers in a highly personalized and engaging format."

About Silvergreens Restaurant

Silvergreens believes that if you eat smart, you will live well. The company promotes healthy living by using natural, fresh and local ingredients in its own recipes. Using the latest technology, Silvergreens not only helps consumers eat healthier, but also supports green efforts in daily operations in order to contribute to environmental solutions. For more information, please visit www.silvergreens.com.

About Nutricate Corporation

Nutricate is dedicated to leading the foodservice industry in the communication of reliable nutrition information and education. The company provides its clients with a cutting edge nutritional marketing and reporting system that empowers, educates, and builds trust and loyalty with their customers. Nutricate is headquartered in Santa Barbara, Calif. For more information, please visit www.nutricate.com or call (805) 879-1720.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company and leader in automated teller machines, self-checkouts and other self- and assisted-service solutions, serving customers in more than 100 countries. NCR's software, hardware, consulting and support services help organizations in retail, financial, travel, healthcare and other industries interact with consumers across multiple channels.

Nutricate and the Nutricate Receipt are trademarks of Nutricate Corporation. All other trademarks are property of their respective owners.

NCR is a trademark of NCR Corporation in the United States and other countries.

CONTACT: NCR Corporation
Emily Riojas, 770-623-7874
emily.riojas@ncr.com
or
Connect Public Relations - for Silvergreens and Nutricate
Lacey J. Manning, 770-234-5465
laceym@connectpr.com

Source: NCR Corporation