

Salad Story Nutrition Facts Analysis & Visualisation

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Introduction

If someone would have asked me If I have favourite fast food restaurant I would say - yes! - what probably would be a surprise as I don't like junk food at all. Salad Story is my favourite fast food restaurant because it has healthy and fresh menu, full of vegetables and other healthy ingredients. Every time I eat there, I ask myself a question: is this a really healthy restaurant or just a fast food? Maybe this is the best way to eat fast & healthy out or this is just delusion. I decided to answer this question by analysing and visualising Salad Story nutrition facts.

Data preparation

First of all I collected data from official Salad Story website ^[1] to three Excel sheets: „Nutrition Facts” which is facts table and two lookup tables: „Category” and „Menu”.

Then I imported it to Power BI Desktop and added 13 calculated columns that return more detailed nutrition facts:

$$\text{Nutrition per 100 g} = \text{nutrition} / \text{weight}$$

$$\text{Nutrition RI} = \text{nutrient} / \text{RI amount of nutrient}$$

Where RI is Reference Intake ^[2]

Here you can see what my tables look like:

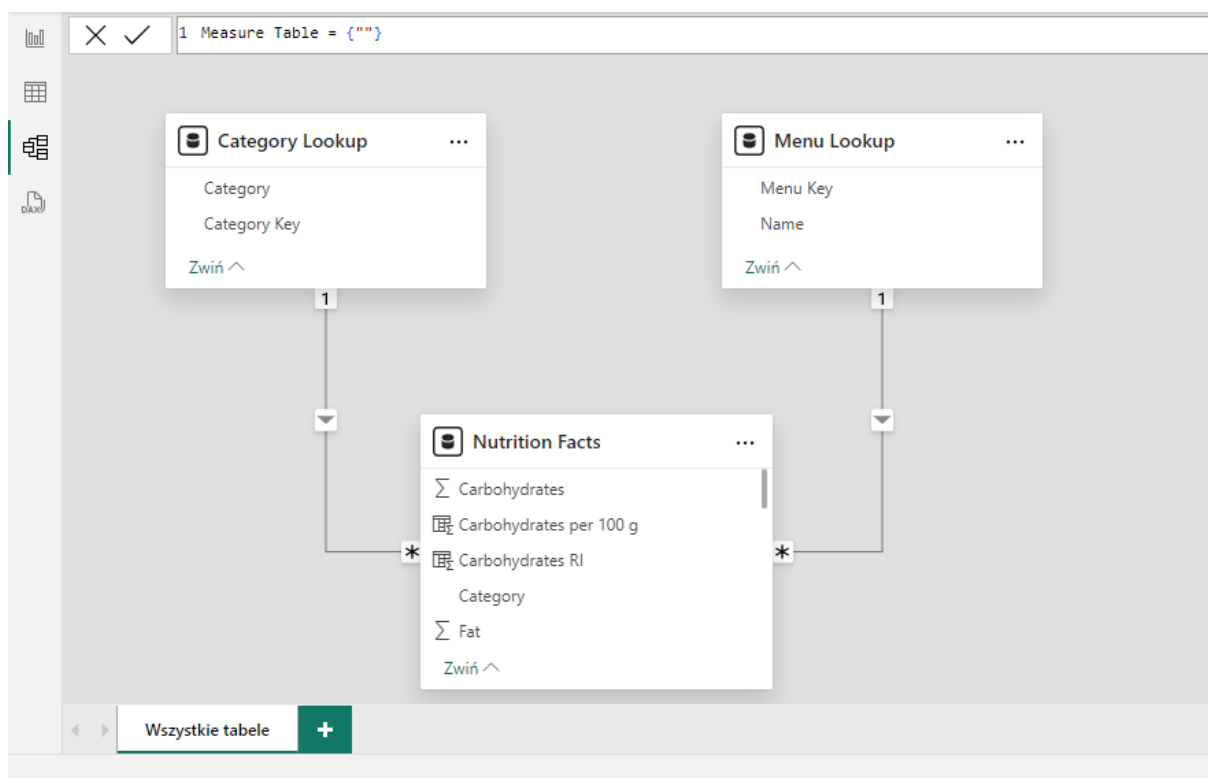
Table: Nutrition Facts (wiersze: 44), kolumna: Sugar RI (odrębne wartości: 36)

Calories per 100 g	Salt per 100 g	Sugar per 100 g	Carbohydrates RI	Fat RI	Protein RI	Protein per 100 g	Fat per 100 g	Saturated Fatty Acids per 100 g
5	0,46	1	6%	20%	36%	6	5	1,0
6	0,48	1	7%	19%	20%	3	4	0,3
6	0,18	0	23%	30%	34%	2	2	0,2
18	1,09	2	23%	53%	32%	5	11	1,7
10	0,00	8	12%	0%	3%	0	0	0,0
15	0,30	1	13%	14%	22%	5	4	0,4
2	0,61	1	2%	20%	32%	8	7	3,0
6	0,65	2	5%	16%	16%	4	5	1,6
21	1,28	2	13%	27%	28%	9	12	2,3
19	1,56	2	12%	27%	30%	9	11	3,5
6	1,10	2	7%	19%	36%	6	4	1,6
4	0,45	1	4%	20%	36%	6	5	0,9
9	0,54	27	9%	21%	28%	5	6	0,7
9	0,08	3	10%	5%	20%	3	1	0,1
8	0,92	2	8%	21%	40%	8	6	0,8
8	0,41	2	9%	24%	28%	4	5	0,6
5	0,64	1	5%	30%	40%	8	8	1,8
4	0,73	1	4%	23%	48%	9	6	2,0
6	1,04	2	6%	29%	48%	9	7	3,7
6	0,27	3	7%	13%	34%	6	3	1,7
16	0,60	2	25%	29%	52%	6	5	1,1
15	0,14	1	26%	21%	48%	6	3	0,4

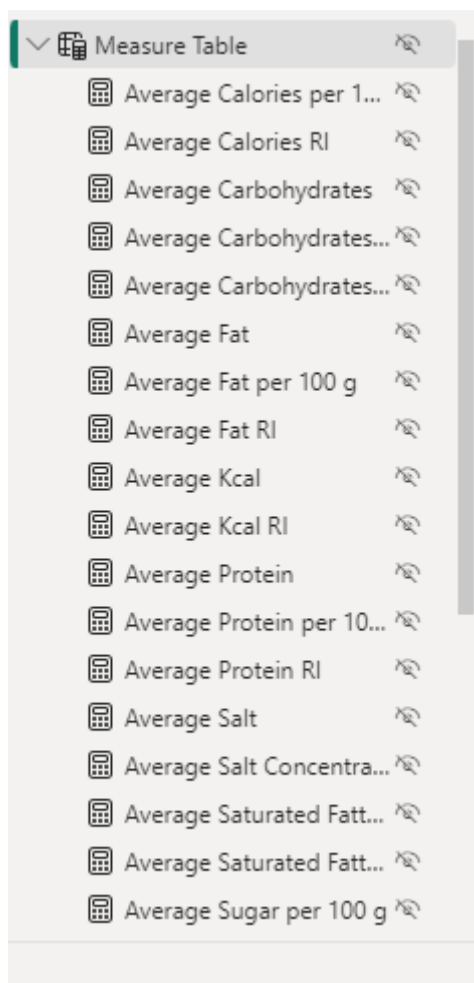
Category Key	Category
1	Salad/Bowl
2	Wrap
3	Juice
4	Dressing
5	Soup

Menu Key	Name
1	Seasonal
2	Smart
3	Regular

Next I created table relations:



And then I created extra table for measures:

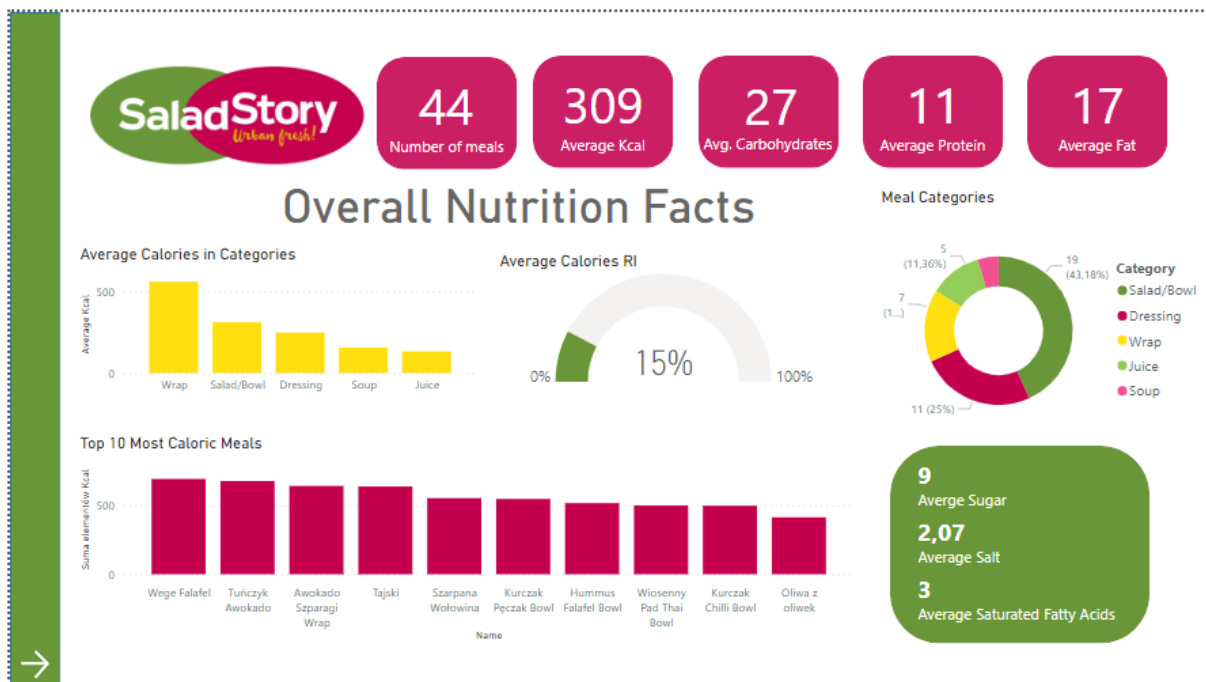


Measure Table
Average Calories per 1...
Average Calories RI
Average Carbohydrates
Average Carbohydrates...
Average Carbohydrates...
Average Fat
Average Fat per 100 g
Average Fat RI
Average Kcal
Average Kcal RI
Average Protein
Average Protein per 10...
Average Protein RI
Average Salt
Average Salt Concentra...
Average Saturated Fatt...
Average Saturated Fatt...
Average Sugar per 100 g

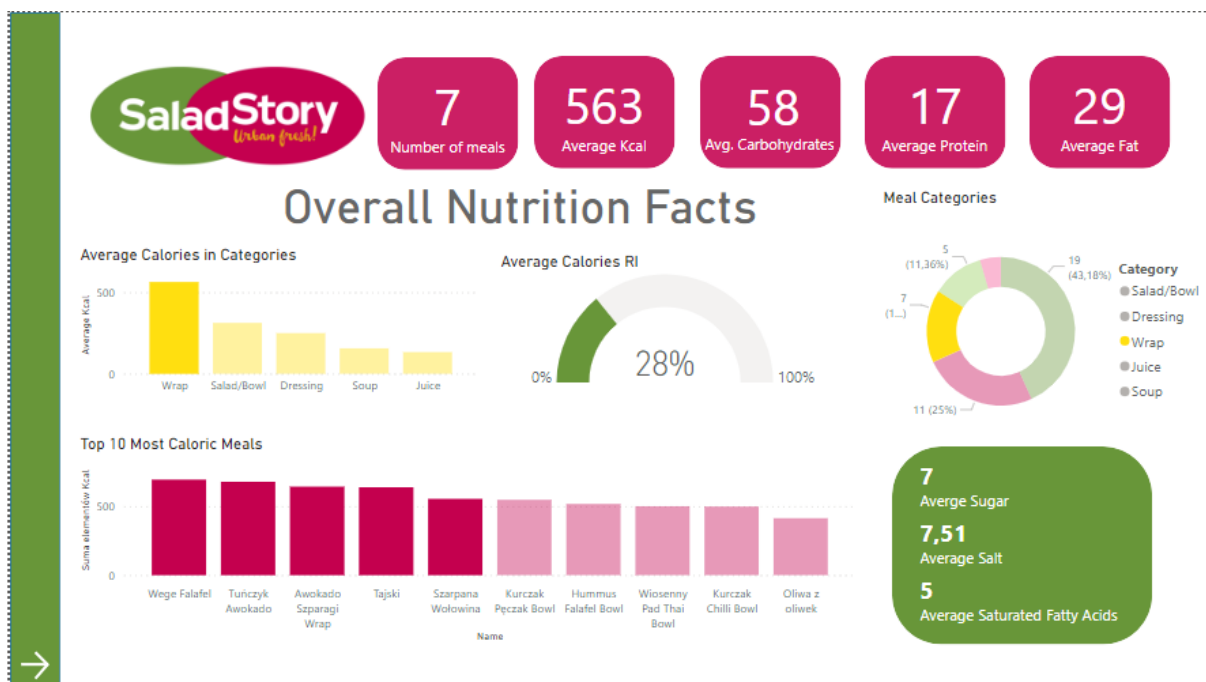
Finally I managed to perform some data visualisations to answer the question: **Is Salad Story really healthy fast food restaurant?**

Each page of visualisation in the left-bottom corner has simple navigation menu where user can jump into previous or next page.

The first page shows overall nutrition facts.



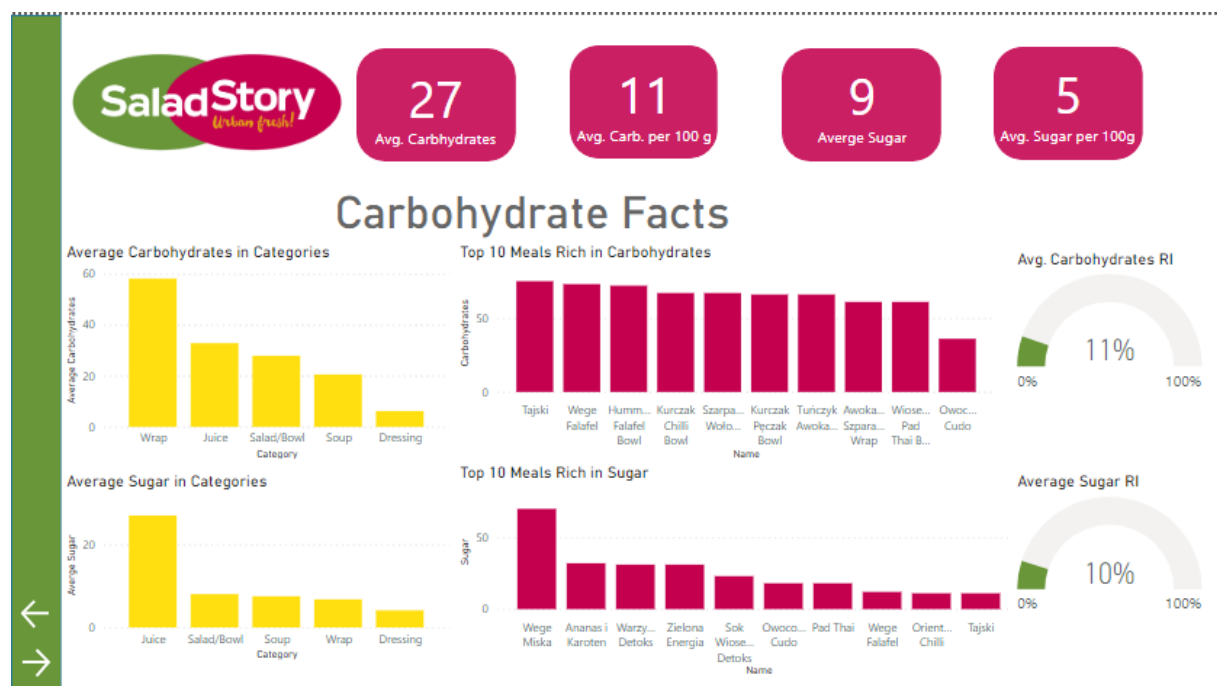
By clicking single category on histogram or doughnut chart I can filter all the data on this page and see each measure calculated only for selected category.

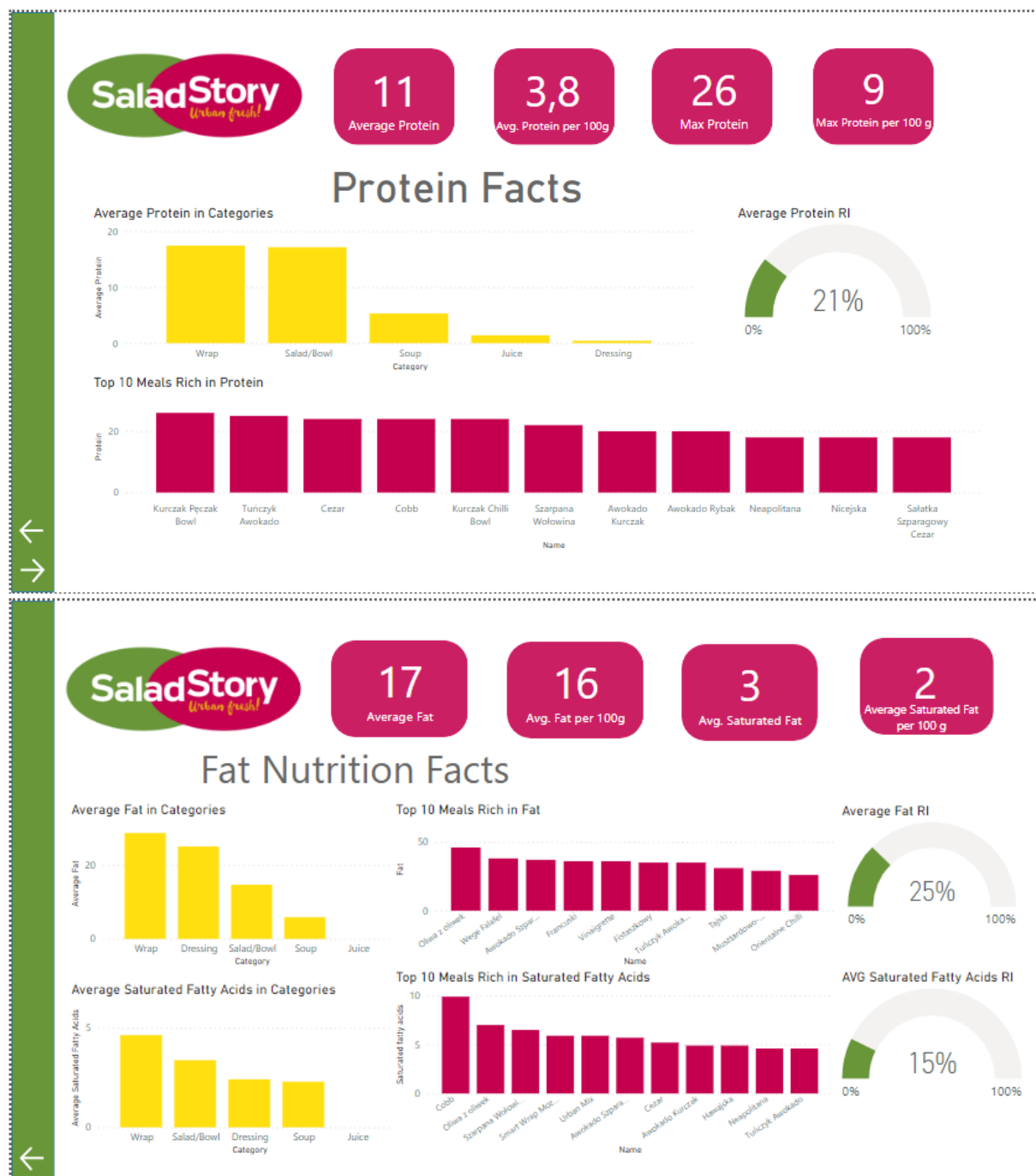


Second page is a product insight page . I created a slicer where user can choose any product from menu.



Third, fourth and fifth page show statistics about three main nutrients: carbohydrates, protein and fat.






17

Average Fat

16

Avg. Fat per 100g

3

Avg. Saturated Fat

2

Average Saturated Fat per 100 g

Average Fat in Categories



Category	Average Fat (g)
Wrap	~25
Dressing	~22
Salad/Bowl	~15
Soup	~5
Juice	~1

Top 10 Meals Rich in Fat



Name	Fat (g)
Oliva z oliwek	~45
Węgiel Fasole	~40
Awokado Szpar...	~38
Francuski	~35
Yngwiec	~35
Fotokowy	~35
Turczył Awok...	~35
Tapi	~30
Mustardow...	~28
Orientale Chi...	~25

Average Fat RI



25%

Average Saturated Fatty Acids in Categories



Category	Average Saturated Fatty Acids (g)
Wrap	~4
Salad/Bowl	~3
Dressing	~2
Soup	~2
Juice	~0.5

Top 10 Meals Rich in Saturated Fatty Acids



Name	Saturated fatty acids (g)
Cobb	~9
Oliva z oliwek	~7
Szarpana Wołow...	~6
Smart Wrap Mac...	~6
Urban Mix	~6
Awokado Szpar...	~6
Cesar	~5
Awokado Kurczak	~5
Hawajska	~5
Neapolitana	~5
Turczył Awokado	~5

AVG Saturated Fatty Acids RI



15%

Discussion

Calories

Dietitians recommend that meals should have different calorie content. Dinner should be the main meal covering 30% RI calories (600 kcal) ^[3] .

Average calories per meal in Salad Story is only 309 kcal (15% reference intake).

The most caloric category are wraps with average calories 563 kcal (28% kcal RI), but even this category fits to dietitians' recommendations.

If we consider eating meals from category salad/bowl (avg. 312 kcal) with dressing (avg. 249 kcal) it is still ok for our diet.

Carbohydrates

Average carbohydrates content is only 27 g (11% RI) which is a good score according to that this is a macronutrient that we often eat too much.

Protein

Average protein is 11 g (21% RI) which is a good score in 5 meals diet. Considering only Salad/Bowl and Wrap category which have both 17 g average protein (34-35% RI) is a very good score because protein is a macronutrient that we often eat too little.

Fat

Average fat content is 17 g (25%) which is high score. The richest category is Wraps (average 29 g / 41 % RI). However if you want to choose meal with less fat content, you should consider salad/bowl (without dressing) – average fat content only 15 g / 21 % RI or soup – 6 g / 8% RI.

Average saturated fatty acids content is 3 g (15% RI) which is a good score.

Conclusions

If you are concerned about your diet Salad Story is a good choice. You should only worry about fat content which is on average pretty high, but you can balance it with your other daily meals.

Sources

[1] <https://www.saladstory.com/menu>, access 22.04.2024

[2] <https://ncez.pzh.gov.pl/abc-zywienia/ile-poszczegolnych-skladnikow-powinnismy-jesc-dla-zachowania-zdrowia-rws/>, access 30.04.2024

[3] <https://dietly.pl/blog/dieta-2000-kcal-twoja-droga-do-zdrowego-stylu-zycia>, access 30.04.2024