**Problem Identification**

Organized by resource (footnote link at end of last point)

* Public health researchers calling allergies in Canada a growing health epidemic
* Affects 1/13 Canadians and approximately 1/5 households[[1]](#footnote-1)
* Food allergies are on the rise – 6 million US children have an allergy
* Rise in food allergies cannot be explained by a single factor. Rather, it is likely causes by the way we live today (modern, industrialized environment)
* Most people who develop one allergy, develop multiple others (especially people who start off with a peanut allergy [[2]](#footnote-2)
* Allergies have been developing in adults
* 10% of adults in the US have an allergy. Of that group, approximately half developed a new food allergy that they did not have when they were a child[[3]](#footnote-3)
* Increase in food allergies and types can lead to memorization issues for servers and chefs. Keeping track of multiple allergies in a large-scale restaurant is difficult

**Opportunity Analysis**

* Guelph article recommends involving fewer staff during the process of allergy communication (mitigate the chance of a screw-up). An application reduces the number of nodes in the communication chain to 3 (customer -> waiter -> kitchen)
  + Look for ways to shorten this even more: i.e., dynamic digital menus can reduce this number to 2 (customer -> kitchen)
* Currently, there are no digital systems in place at the Keg that can ease server’s workloads. All allergy communication is manually cross-referenced with an allergy spreadsheet.
  + Introducing a tool to automate this process can help servers focus on the hospitality aspect of the job (and other things that are more important, im not a server lmfao)

1. https://www.uoguelph.ca/lang/news/2021/09/3-ways-restaurant-staff-and-customers-can-communicate-prevent-food-allergy%C2%A0reactions [↑](#footnote-ref-1)
2. https://www.foodallergyawareness.org/food-allergy-and-anaphylaxis/prevention/food-allergies-on-the-rise/#:~:text=Research%20Resources%20OUtMATCH-,The%20Rise%20In%20Food%20Allergies,each%20of%20the%20last%20decades. [↑](#footnote-ref-2)
3. https://www.feinberg.northwestern.edu/research/podcast/food-allergies-on-the-rise.html [↑](#footnote-ref-3)