

Picnic Dog is the social way to find and share what you eat. Through a micro-blog platform users write about what they ate and perhaps where and who they were with while eating. Food is one of the common denominators that tie everyone in the world together. Picnic Dog will show what the world is eating and how healthy or tasty it was as rated by the world to help you make decisions about your diet. Picnic Dog also has the ability to allow you to compute the nutritional information for meals you've eaten as well.

Picnic Dog is currently self-funded with an advertising based business model allowing users free access to the site. Picnic Dog has been in private alpha since August and launch into private beta in October. All that aside, it's addictive fun too!

**Features include:**

- Personal micro-blog about what you ate
- Create and share recipes for what you and others ate
- Rate the food you ate and the food of other
- Follow/Following features so you can track your friends
- Full Nutrition Label information for thousands of foods
- Twitter Integration
- Search
  - By Food
  - By Recipe
  - By User
  - By Users in your contact list outside of Picnic Dog (GMAIL)

**Features coming soon:**

- Mobile Access
- Food Picture Blog
- Weight Management

**Headquarters:**

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**The Picnic Dog Story**

Picnic Dog was founded by Stephen Gallo as an improvement to the way of logging the food he was eating while on a new diet he was trying. Writing down what you eat is one thing, however he found that finding what he should eat was another. After crunching numbers and calculating calories and other metrics, he found it best to ask a healthy person, "What are healthy foods to eat, and what tastes good?" All the counting put aside he found that talking to others was the great way to determine what to eat, and cut out nearly all of the leg work.

Stephen decided that it would be great if there was a system out there would facilitate this communication. He found thought that current offerings on the web were not specific enough to just food, and those that were did not have the social features required to allow this simple communication. After talking with friends about the idea, he took 8 months and create a system to allow him to blog about what he was eating letting other rate those foods based on health and taste, what they thought of it, and conversely allowed Stephen to rate what he thought of their food. Stephen hopes that Picnic Dog can help the world find what to eat the same way he did, by not hiding what we are consuming, but by sharing with others!

**Stephen Gallo Founder**

Stephen is the creator of the Picnic Dog application. Through his many years of actual study and fiddling with programming languages he gain the knowledge to put in software what he was doing on paper. He previously worked in the healthcare field as a Financial Analyst and currently is employed by a global food service company working with SAP software. He holds an undergraduate degree in Computer Science from Coastal Carolina University and a Masters in Business from Winthrop University. He resides in Charlotte, NC with his wife and two Boxers.