

TASTELAB



New App: Useful Units Recipe Converter

New App by Startup *Tastelab* from Zurich, Switzerland: *Useful Units Recipe Converter* automatically converts whole recipes!

Download for free for [iPhone](#) and [Android](#).

Cups, pounds, pints and ounces? Or g, kg, l and dl? *Useful Units* converts recipes automatically.

Useful Units Recipe Converter is *Tastelab's* new mobile app. It does what it says: Convert the units in recipes by simply scanning the whole recipe - all at once.

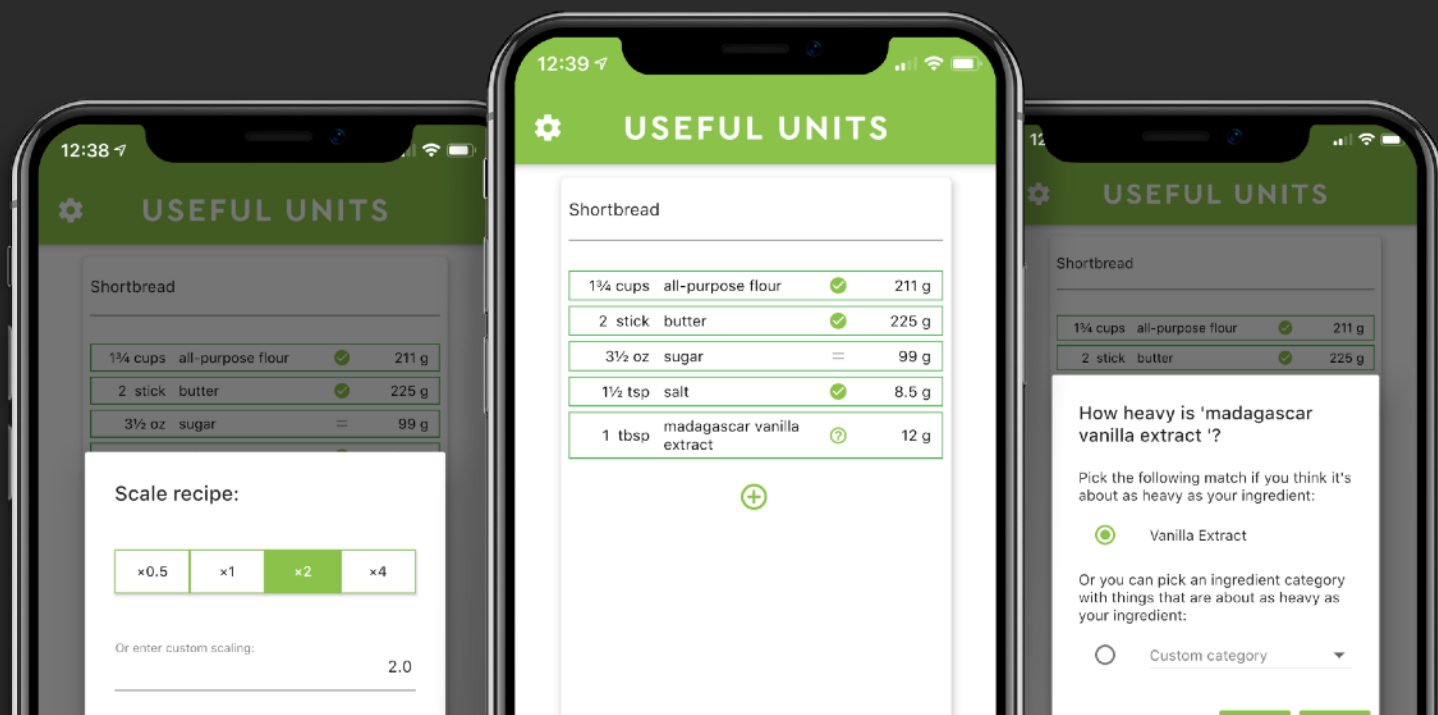
The App

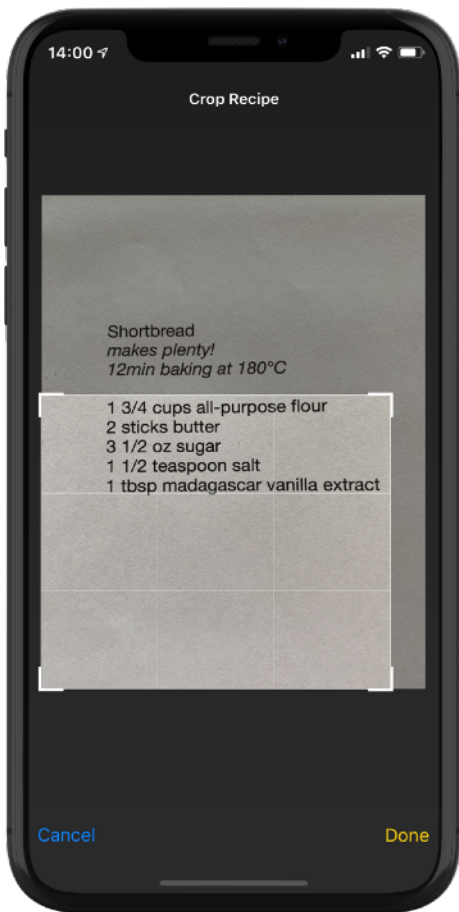
Your favourite cooking blog uses American units, but you don't? You like to work with a scale, but your recipe uses cups and spoons?

These problems are now solved: The mobile app *Useful Units Recipe Converter* automatically converts recipes.

Simply take a photo or a screenshot of a recipe with your phone - automatic text recognition and instant unit conversion do the rest - for the whole recipe, all at once.

Unlike other apps, *Useful Units* can convert between weight and volume thanks to a 400+ ingredient database. Switching between units is comfortably done with one click, and a scaling function let's you adjust the recipe for any number of guests.





Scan & Convert

Recipes from a cookbook or your favourite blog?

Useful Units isn't picky: Simply take a photo or upload a screenshot of the recipe.

Text recognition of the whole recipe is automatic!



Useful - to you!

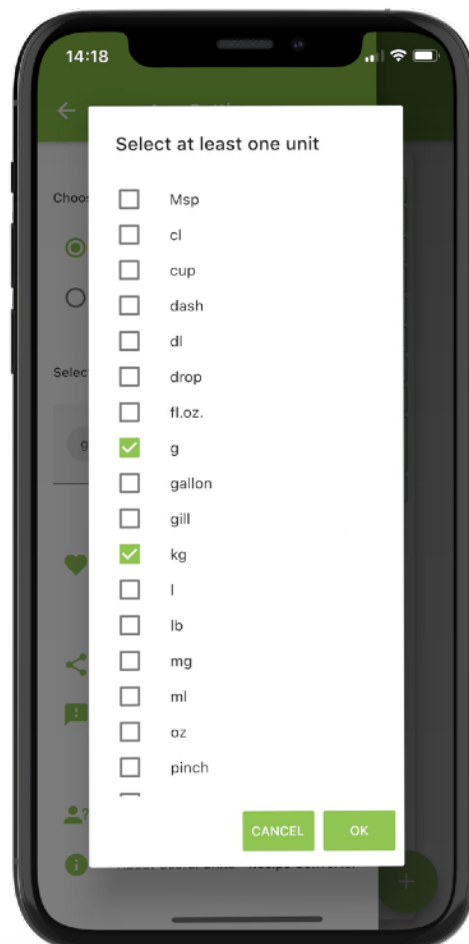
We all have our preferred units.

Grams, millilitres or litres? Sure.

Cups, pints and pounds? Of course!

Pinch, dash and drop? Those as well.

Pick the units that are useful to you - and switch between them with one click.



Further Information

Useful Units Recipe Converter is available for iPhone and Android worldwide. The app is free, an entirely voluntary tipping function is part of the app.

The app recognises all common cooking units and more than 400 ingredient names in English and German. Further language support is planned.

Also check out the app's website: www.tastelab.ch/useful-units-app.

App-screenshots and images can be downloaded via www.tastelab.ch/useful-units/medien/bilder. (Zip-File)

Susanne Tobler is available for media enquiries, contact media@tastelab.ch.



About the developers

Useful Units Recipe Converter was developed by physicist and chef Susanne Tobler and computer scientist Remo Gisi. The team of food lovers got to know each other during their studies at ETH Zurich, Switzerland's top university. In 2016, they founded Tastelab, doing gastronomic events, catering and consulting work all around the topic of "Food & Science". In 2018, they started focussing on digital work by developing cooking apps - a blessing in hindsight during the worldwide pandemic.

When compiling or consulting recipes, head chef Susanne, as a physicist, exclusively works with grams. Thanks to *Useful Units*, recipes from around the world are now converted effortlessly.



www.tastelab.ch/useful-units-app



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facebook.com/tastelabzurich



info@tastelab.ch