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**SKALE COMPANY LAUNCHES FOOD APP**

Platform empowers sharing and discovering data, details and decisions around food

APRIL 10, 2017 (PITTSBURGH, PA) — Skale Company announces today the official launch of the Skale™ app – now available through the Apple App Store and Google Play Store.

“We are thrilled to launch a platform dedicated to food and getting to the heart of what we buy and eat, and why,” said Cabot Earle, co-founder and CEO of Skale. “Skale blends the power of community platforms with people’s growing desire to understand the story behind, contents and quality of the food we buy.”

Since mid-February, beta members have been adding products from their shelves directly into the app through photos and commentary about their favorites, their choices and their questions.

“In just a short period of time, our community members have added hundreds of brands we’ve known and loved, and in many cases, ones we are discovering for the first time,” said Earle. “Food is such an exciting environment, with massive change and disruption happening all around us. With Skale, we want to create a place to explore the whole story of any food product.

“We are creating the world’s most powerful place to share and discover what’s best in food for your life.”

With its focus on the highly personal experience of food, the app enables new interactions and discussions around the choices that relate to lifestyle interests of various community groups. From the best foods for kids to gluten-free, urban agriculture to sustainable seafood, Skale community members can create groups at the intersection of their interests and food selections.

“Skale’s power will come from the strength of its community, so our main priority is to build the community,” Earle added. “It’s a free download in the app stores, and our hope is to build as diverse a community of interests, expertise, and knowledge as possible. When we add the companies that make food to the mix, we think the opportunity for powerful interactions will be immediate.”

Features within the app include product cards, barcode scanning, a shopping list, and a rating system using virtual carrots. The app intends to empower its members to feel informed and confident in the information they are relying upon to make their purchase decisions.



“There are few decisions more important than the food you choose to consume,” said Earle. “We think the time is right for a place like Skale to help people discover the best there is in food for them.”

## **ABOUT SKALE**

At Skale, we are inspired by the possibility to improve our lives by being more informed about the food we eat. To reach this potential, we invite consumers and companies to exchange information about the food we buy and make, with the goals of better understanding, better choice, and more enjoyable eating. Skale™ Co. was founded in 2016 in Pittsburgh.

[www.skaleco.com](http://www.skaleco.com).

## **EXPLORE SKALE**

App Store for Apple Devices: <http://bit.ly/skaleco>

Google Play for Android Devices: <http://bit.ly/skaleforandroid>

## **SKALE APP FEATURES**

Shelves: Members scan items into a digital pantry and can discuss the products they buy, pose questions to the community about products, and check out what their friends have on their shelves.

Products: Highlights of what’s trending and new food discoveries populate products the community may love. The number of brands and products on Skale is growing every day and members can be rewarded to keep the selection growing.

Shopping List: Members add products from their shelves to a shopping list and can share that list with members of their household to make shopping easier. If lists are made public, members can compare choices based on similar lifestyle or dietary interests, restrictions or favorites.

Friends & Family: Anyone can connect with friends and family to learn what they like and what’s on their shelves.

Expert Credentials: The quality of discussion in Skale is due in part to the expertise of our members. Skale users who are nutritionists, scientists, medical professionals, educators, farmers, and more can get credentialed so their contributions have clear backing.

Trade Carrots & Earn Badges: If a member likes a contribution they see, they can give a carrot...or five. Through individual banks of carrots, community members easily show the value and utility of contributions by other members. Carrots and badges are also earned for scanning new products, starting community groups, and doing nice things.

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