CERTISTAR

SERVING UP SAFETY
Founded by CEO, Shandee Chernow
SHANDEE CHERNOW

CEO + FOUNDER

Available to Speak About:
- Food Allergy Awareness (Education + Misconceptions)
- How CertiStar's MenuStar software is saving the hospitality industry and its customers
- EpiPen Safety; How To Use

FOR:
- Restaurants, Cruises, Hotels, Airlines
- Schools
- Nutritionists; Coaches
CertiStar Founder + CEO, Shandee Chernow discovered in her late 20s she had life threatening food allergies. And not by a standard "test," as many would think - by actually eating foods she had no idea she was even allergic to, only to discover she was by way of a traumatic reaction. You can imagine the anxiety and frustration that came with dining out to eat with friends, family and clients.

Shandee knew the hospitality industry needed a solution - not only a software to make things easier on the restaurant, hotel, school or airline, but also on the customer - or person - with food allergies.

Enter in CertiStar - a software launched in 2017 that allows for guests dining out to have a safer and easier experience by way of the MenuStar software. With a quick 3-second search, the restaurant server can tell the guest all the offerings on the menu they are in fact safe to eat by way of a green, yellow, red list of options.

CertiStar is based in Phoenix, Arizona.
Did you know?

200,000 EACH YEAR IN THE US, 200K PEOPLE GO TO THE EMERGENCY ROOM FOR ALLERGIC REACTIONS TO FOOD.

THAT = 1 VISIT EVERY 3 MINUTES.

CERTISTAR'S MENUSTAR RESTAURANT SOFTWARE CAN IMPROVE THE SAFETY OF CUSTOMERS WITH FOOD ALLERGIES AND HELP REDUCE RESTAURANT LIABILITIES.
"If I were opening a new restaurant today, CertiStar would absolutely be my first phone call. Before I even started designing my menu, we used to stress about food allergy customers. Not any longer."

-MANAGER, BRIAN BECKER

"MenuStar is very helpful in understanding what items on our menu pose potential risks to customers with food allergies. It is very timely as the number of customers with food allergies we serve each night is increasing."

OSCAR'S PIER 83

"CertiStar is a great idea with leading innovation and intelligence. Our clientele is super excited that we are taking the guess work out of eating. The fact that the industry must change to protect our guests shows that there is a huge need for such an industry. We are proud to be partners and look forward to watching them grow!"

-OWNER, CRAIG ARSTINGSTALL
OTHER CERTISTAR PARTNERS

Harlem Children’s Zone

El Dorado of Sun City

ProStart National Restaurant Association Educational Foundation

Carnival

Haymaker Menus

Bobby Rubino’s Place for Ribs

GELATO FESTIVAL America

Allergy Eats!

American Culinary Federation
MEDIA BUZZ

CERTISTAR + SHANDEE CHERNOW ON TV
USA TODAY
FEATURES CERTISTAR

MENU TECH HELPS PEOPLE WITH ALLERGIES DINE OUT
In this Issue:

Best Software & Hardware Development Firm - USA
We at US Business News profile Kreative Tek Solutions to learn more about their successes. - Page 6

TurnCare
Critical Care Product of the Year: TurnCare Guardian System
We profile the firm and its unique Guardian System to find out more. - Page 10

Best Restaurant Allergy Threat Reduction Solution

Designed to benefit restaurants and the clients they serve. CertiStar™ offers an innovative platform that helps to improve transparency and reduce hospitalization as a result of eating allergen contaminated meals. We spoke to Founder and CIO Shandee Chernow to find out more.

With food allergies and adverse reactions on the rise, businesses are increasingly under pressure to update their knowledge and offer menu options to suit a variety of diets. As allergies become more widely recognized, restaurants and food service staff must understand their customers’ needs, reduce their liabilities and use the technology available to serve safely with menu innovation.

Award-winning CertiStar has taken food industry and food allergy data and matched it with patently-pending smart technology to create an easy-to-use web platform, MenuStar™, that helps company owners to manage their menus, recipes and inventory; at while empowering staff to serve those with food allergies in a competent and professional manner.

The firm was established by Shandee as a result of her personal experience dining out with food intolerance. She discusses how she came to create this innovative company to meet the needs of both those who have allergies and those businesses that serve them.

"Initially CertiStar was established two years ago as a result of me wanting to provide a solution to the restaurant and hospitality industries. I wanted to make the dining out experience safer and easier for those like myself, suffering from food allergies. I discovered I had food allergies a few years back and eating out was always such an anxiety driven and scary experience for me and everyone I was dining with. Now it’s so easy, I could create something that would provide ways and ways to customers dining out with food allergies, while also making the process easier on the operational teams in the restaurant, hotel or school at the same time.”

"Our success thus far with partners is that they share our excitement and passion for wanting to deliver something to make their customers and their team feel safe when eating outside. It’s success for all of us, and those who we are bringing something to market that is not only appealing, but serving them too.”

Over the years, CertiStar has flourished and worked with an array of seasonal food providers nationwide, including Chefs in America, National Restaurant Association Show, Bobby Flay’s, Gastronomy Festival of America, Hamptons Children’s Zone, David Rittenhouse Culinary Arts Festival.

"Since the firm’s inception many companies have worked to emulate its success, but, as Shandee highlights, CertiStar’s personal investment in the food allergies market and its commitment to both restaurants and diners is what sets it apart.

Today’s competitive food technology market, there are several other options on the market that touch the food allergy menu section. However, we are the only solution that allows for any food allergy not just the most common, and we take into account cross contamination and offer real data driven modifications.

Additionally, we also provide a recipe book for restaurants who may not have had a digital recipe input before, along with additional calculations for the recipes entered into CertiStar. We are super flexible in terms of deployment in the restaurant and offer quite a few options for restaurants to interact with their food allergy guests. All of these elements combined to offer the most complete solution, alongside the latest implementation. And this makes us the best possible option for restaurants and food service providers across the hospitality sector.”

As she looks to the future, Shandee is optimistic that her company can grow even further thanks to its unique approach and creative technology.

"At CertiStar, we are on a mission to protect the safety and food allergy dining experience of men, women and children vulnerable to food allergies. No matter where food is prepared or served, we want our clients’ customers to eat, and their staff to serve with confidence.

"This is our ongoing focus as a business. We understand that food is not a busy kitchen safety and as such we have made it our mission to help. This will remain central to our success as we look towards a bright future.”

Company: CertiStar
Name: Founder + CEO, Shandee Chernow
Telephone Number: 858.673.5730
Web Address: www.certi-star.com
CERTISTAR FEATURED IN
QSR MAGAZINE

A&W HITS THE CENTURY MARK

How CEO Kevin Bazner and his team are pushing the brand 100 years on

JAMES DERRY FARM ADDED FULLY COOKED CANADIAN BACON HASH PATTIES TO ITS EXTENSIVE LINE OF FOODSERVICE OFFERINGS. THE PRODUCT IS LARGER AND LOWER IN CARBS THAN TRADITIONAL CORNED BEEF HASH AND CONTAINS 7 GRAMS OF LEAN PROTEIN PER 2-OUNCE SERVING. SINCE THE PATTIES ARE FULLY COOKED, OPERATORS CAN SIMPLY HEAT AND SERVE THEM IN A VARIETY OF MENU OPTIONS.
CERTISTAR FEATURED IN PHOENIX MAGAZINE

PHOENIX FILES

BUSINESS BUZZ

Story Mapping

Scottsdale’s Kirby Kin proves literary agents go far beyond the Big Apple.

People tend to think of book publishing as a New York City-centric industry. No question, it’s still where many editors, publishers and agents call home. But these days, the ambitious literary type doesn’t require a Brooklyn address.

Case in point: Kirby Kin, an agent with the top-flight literary firm Jacqueline & Nesi, has been operating out of Scottsdale since 2007, representing clients like the rapper Common, acclaimed novelist and Arizona State University writing professor Matt Roll and science fiction author Ted Chiang, whose novella Story of Your Life became the 2016 blockbuster Arrival.

“We’re seeing more and more agents decentralizing,” Kin says. “The idea of not being in New York is something that doesn’t feel as revolutionary.” Kin credits technological improvements for that change, along with the high cost of living in Gotham. But living outside of publishing’s biggest hubs can also be an asset.

“I’m still looking for clients, and Arizona is definitely an interesting place,” he says. “It’s a swing state, a border state and a microcosm of a lot of the cultures across the country. LA and New York are kind of micro-cultures, which are comforting but also not real.”

Kirby launched his career as an agent in New York in 2010 after graduating from law school. His reading tastes have since broadened to include science fiction and Asian-American writers (through his work on the board of the Asian American Writers’ Workshop), and he says genre types aren’t what he looks for in a query letter. Strong sentences and a good group of social media followers are what really catch his eye.

“I don’t need to tell me what happens in every chapter,” he says. “I don’t even need to know the main character’s name. I need to know the situation. What makes it unique?”

—Mark Atchison

Papago Orange Blossom

Arizona beer known for juicy fruit taste gets a refresh with new lineup

CertiStar

Tech Corner

CertiStar dining with food allergies is challenging at best, deadly at worst. Phoenix entrepreneur Shanesha Chenoweth used her own experience with allergies to create CertiStar, a smartphone program servers and school cafeteria employees can use to identify food allergens quickly and serve students safely without fear of emergency room visits. CertiStar operates at both in-restaurant use at Chaines and its head BBQ and more.

—Leah Lefko
CEO + FOUNDER,
SHANDEE CHERNOW
FEATURED IN
ARIZONA FOOTHILLS MAGAZINE

SHANDEE CHERNOW
PRESIDENT
AND CEO OF CERTISTAR

‘CertiStar is a technology that is on a mission to improve the safety and dining experience of those vulnerable to food allergies.’

I chose this as my career because I needed a way to be able to stay out of the food allergy spotlight and move on with my life. The problem of food allergies in the culinary industry wasn't being sufficiently addressed, so when the opportunity came to me, I had to make a career change in order to make a difference.

I hope my greatest contribution to the Valley culinary scene is to help those who need it and make people feel more comfortable and welcomed with their dining experiences. Taking the food allergy stress away from both the restaurants and diners is what I love most about what I do. Trying to reach as many people as possible with any product is the biggest challenge.

I separate myself and my brand from others by addressing all food allergies rather than just the common eight. Any food can cause an allergy reaction, so we had to make products that addressed that need to be gluten-free. It makes positive changes in our existing menu.

I draw inspiration from other women entrepreneurs and from the kids who have to follow those four steps every day.

My New Year's resolution is to stop and enjoy a journal.

My greatest advice to share with young girls is to align what you study with what you love... And to take business and economics classes, regardless of what you are or are not, because you never know that knowledge will come in handy.”
CERTISTAR AND FOUNDER, CEO
SHANDEE CHERNOW FEATURED IN
SO SCOTTSDALE MAGAZINE

Tell us about your company. CertStar has taken food industry and food allergy data and matched it with patent-pending smart technology to create a web platform that helps restaurants manage their menus, recipes, and inventory—all while empowering staff to serve those with food allergies. I founded the company in 2017.

What inspired you to open your business? Frustration with my own experiences going out to eat. I’m frequently declined service due to my restrictions, and the conversation is almost always a challenge. Once I figured out there’s a better way to do it, it was almost an inevitability that I had to start my own business to implement.

What is the best part of owning a business? Building something from the ground up that my family can be proud of. And, of course, having the freedom to make decisions as they come up.

Advice for other moms wanting to start a business: Don’t underestimate the costs of opening a business. There are so many little line items that you don’t necessarily anticipate. Also, make something that you’re passionate about doing.

How have your children influenced you? When they see a way to do something or figure something out, they jump in with both feet. They are fearless that way. It’s a good reminder to do the same when I’m battling with which way to go.

Favorite thing to do with your children: I love playing games with them. Watching how their brains work through the strategy is incredibly cool, and it’s a great way to spend bonding time.

What lesson do you hope to pass on to your children? I hope they keep that fearlessness and do what they think is right and charge ahead with it. I hope they don’t let peer or societal pressure make them do something that strays from that path.

Most valuable lesson you’ve learned since opening your business: To never be afraid to ask for help.
CERTISTAR AND FOUNDER, CEO SHANDEE CHERNOW FEATURED IN NORTH VALLEY MAGAZINE

I'm Trying Not to Die

North Valley woman creates a safer way to dine out

Shandee Chernow rolled out of bed to find her lower lip had “blown up.” “I can even explain to you how large it was. As though Mike Tyson punched me, and all his force landed in my lower lip,” the North Phoenix resident recalls.

“Terrified, Chernow quickly picked up her cellphone to send her father, a physician, a photo. He knew right away his 28-year-old daughter developed a food allergy. In her case, it was pork.

According to Food Allergy Research & Education (FARE), food allergies are on the rise, with 32 million Americans having them. Furthermore, Chernow says some people don’t even realize they’re allergic to certain foods. The reactions can occur with foods people have eaten many times before.

Inspired by her experience, Chernow founded Certistar in 2017, a company dedicated to improving the dining experience of people who have food allergies. Restaurants and businesses, as well as schools, can use Certistar to create a safe and versatile menu for their guests.

Prior to Certistar, Chernow worked as a sales rep for MicroStrategy, a business intelligence company, and her food allergy complicated her job.

“When you have food allergies, going out to eat is very difficult. I was selling software, which involved a lot of going out to meet,” Chernow says. “I got tired of playing Russian roulette with my life every night. I figured out there was a better way, so I quit my job and started Certistar and the rest is a little bit of history.”

Certistar created a web platform, MenuStar. Restaurants can input their menus and quickly provide healthy options for their guests. If a server is taking an order, for example, and a customer has an allergy, the server can quickly input the allergy into MenuStar, and it will highlight safe menu items.

MenuStar, when a dish is “green,” it means it is safe for that customer; yellow means the recipe can be altered for the guest’s needs; and red means that recipe is not suitable.

“The goal would be that any food-allergic person can have virtually the same dining experience at any of those high places as any non-food-allergic person,” Chernow says. “And the truth is that right now it is virtually impossible for that to happen.”

Chernow says folks with allergies are faced with limited menu options. With MenuStar, servers can confidently offer a wider selection from the menu.

“It’s nice to have many options, as opposed to one or two that may not fit in with what you were in the mood for,” Chernow says.

Chompie’s Vice President Frank Lara says his restaurant has used MenuStar for two years. “Thanks to the MenuStar, Lara says Chompie’s servers don’t have to guess anymore when recommending menu items for people with allergies.”

“I’ll tell you that the staff, kitchen and managers are a lot more relaxed when it comes to that question,” Lara says.

Every Chompie’s location keeps a tablet for servers, and guests have responded positively to the MenuStar.

“It makes the guest experience much better for those who come in with their family and have concerns about food allergies and sometimes they don’t even realize because they don’t want to take a chance,” Lara says.

“What this MenuStar does is allow that guest to feel comfortable and eat along with the rest of the family or business group, so they don’t feel left out.”

When asked where her passion for Certistar comes from, Chernow jokingly says, “I’m trying not to die.”

“Food allergies are a really interesting thing because it’s been a quiet, under-the-radar topic for a very long time,” Chernow adds.

With the increase in awareness regarding food allergies, Chernow and her team continue to bring the Valley, a safe and healthy way to prevent an unwanted allergy reaction. Chernow says her team is always available to anyone who has any questions.

“For food allergic people, don’t want to be a pain in the neck. They don’t want to be the guy at the restaurant. So, you see people have the tendency to make themselves smaller and accommodate the restaurant as opposed to the other way,” Chernow says. “I’d love to see those people standing tall, not shrinking down.”

For more information, visit certistar.com
CERTISTAR AND FOUNDER, CEO SHANDEE CHERNOW FEATURED IN ARIZONA HEALTH + LIVING MAGAZINE

Making Dining Out Safer for those with Food Allergies

Just like an iPhone, it’s crazy to think it has not existed before. Luckily though for fifteen million Americans suffering from food allergies and intolerances, it exists now. Phoenix-based businesswoman, Shandee Chernow, founder and CEO of Certistar, launched the restaurant and hospitality industry software in 2017, after she had a near death reaction to a food she had no idea she was allergic to. Chernow only first experienced this reaction in her late twenties by eating something, not from a test, which many think is the only way to discover allergies.

As a result of this traumatic experience, Chernow was prompted to create a truly disrupting and potentially life-saving technology for the fast-paced hospitality and restaurant industries. "If I, as a person living with life-threatening food allergies was looking for a solution for a safer and easier dining experience that came with ‘less burden,’ surely there had to be a solution out there looking for the same," says Chernow.

In addition to her role as CEO, Chernow wears many hats in the local and national food community. She’s actively involved in the Arizona Restaurant Association and also teaches high school students and instructors frequently about food allergies.

Chernow knows how difficult living with the daily burden of food allergies can be. In fact, she has two young sons, Chase and Charlie, who she runs regular “safety drills” with at home where the boys trial using an EpiPen on her, should they ever be faced with an emergency and need to.

"As a single mom, I get emotional thinking about having to put that pressure on such young boys,” says Chernow. "I need them to save my life one day.”

To learn more about Chernow and Certistar, visit www.certistar.com.

Photo Courtesy of Certistar
CertiStar President + CEO Shandee Chernow Featured in Scottsdale Lifestyle Magazine

EATING OUT WITH FOOD ALLERGIES CAN BE A DAINTY TASK INSTEAD OF A PLEASANT EXPERIENCE, KEEPING THOSE WITH SEVERE FOOD ALLERGIES AT BAY WHEN IT COMES TO EATING OUT. Shandee Chernow understands this dilemma firsthand. Her struggles with food allergies began at age 35.

"It was eating cheese and part of my job involved networking with clients over food and drink. I didn’t want the fear of allergies to become the bane of my business relationships with clients, so I would go the restaurant early and discuss my allergies with the server. I’ve had so many experiences with how restaurants handle my food allergies and most of the time finding safe dining situations is a challenge."

With 22 million Americans living with food allergies, Chernow knew she wasn’t the only one going through this situation and it was clear that the problem of food allergies in the dining industry wasn’t being addressed properly.

"I wanted to help myself and others like me have easier and safer dining experiences. Using my background in computer science and data science, I figured out how to set up a big data program matching the cross-referencing of food allergies with recipes, ingredients and cooking instructions. This is a unique platform to develop a solution for the entire hospitality industry the ability to serve allergy-guest in a manner and style that allows the introduction of CertiStar in 2017."

Most of the tools used by restaurants handle one allergy at a time and not consider the top 8 allergies in the US. Since there are over 150 different foods that cause food allergy reactions, and over 50% of food allergy-people have multiple allergies, these tools are insufficient. CertiStar aims to help restaurants easily handle any food allergy situations that their guests encounter.

---

The resources we provide

Restaurants are impacting the food allergic community everyday.

CertiStar user-friendly, the guest can see and enter their individual allergy or certification of allergies in the platform at any permitted database. This platform then has a profile of simple logos that represents the top 8 allergens. The platform is user-friendly, the integration of log in from specific chains to specific databases. The platform is user-friendly.

The resources and certification of allergies are impacting the food allergic community everyday. The platform is user-friendly and user pleasant.

CertiStar has been involved with several restaurants in the Valley, including Champey’s, Edge Pan and Bar and Bar Naxos. At these venues, amazing results with revenue, operations, and customer experience.

Nineteen of the healthiest guests are now permitted in the Valley. Thank you to all our guests for sharing your stories. We are currently working with several restaurants to further support their efforts. We are committed to working with all allergy-friendly restaurants to ensure the safety of all guests. Thank you for your support and for sharing your stories with us.

---

April 2020 | Scottsdale Lifestyle | 35
The Media Loves Certistar
The Media Loves Certistar