

## Meal planning starts with the sales.

Dishcount helps grocery shoppers plan personalized meals around available sale items at nearby supported stores.

## The story behind Dishcount

Bill McCormick was comparing multiple weekly ads while making his grocery list, then searching for recipes that used as many sale items as possible. He thought there had to be a better way.

After searching online and finding nothing that met his needs, he built the solution he wanted for his own family and other shoppers facing the same problem.

A father in a family of five in Dayton, Ohio, Bill built Dishcount in spare evenings alongside his day job.



## How it works

1. Enter a ZIP code to find nearby supported stores and available deals.
2. Choose a quick five-meal plan or pick sale ingredients and preferences.
3. Review personalized recipes, check what is already in the pantry, and build a shopping list.

Coverage and current deals vary by location and week. Recipe-generation limits apply.



Meals from Deals | Media fact sheet

## Free to try. More to keep with an account.

No account is required to find nearby deals, generate meal ideas, view recipes, or build a shopping list on the current device. A free account adds saved recipes and lists, saved household and cooking preferences, and a connection to a Kroger account for sending matching items to a Kroger cart.

## Personal experience, not a promise

Bill reports that his family's weekly grocery spending went from about \$175–\$200 to \$140–\$160. These are his personal figures, not a study, typical-result claim or savings guarantee. Recipe costs are estimates, not checkout quotes. Always verify prices, offer conditions and allergens.

## Brand & editorial assets

Name: Dishcount

Tagline: Meals from Deals

Company: Dishcount LLC

Website: [dishcount.co](https://dishcount.co)

The media kit includes the approved founder photo, the header D plate mark and a screenshot of the Dishcount planning interface. Keep the image proportions unchanged. Photo credit: Courtesy of Dishcount. Assets are for editorial coverage of Dishcount and must not imply retailer endorsement.

## Interviews & more information

Media inquiries: [hello@dishcount.co](mailto:hello@dishcount.co)

Founder story: [dishcount.co/about.html](https://dishcount.co/about.html)

Product walkthrough: [dishcount.co/features.html](https://dishcount.co/features.html)

Press resources: [dishcount.co/press.html](https://dishcount.co/press.html)