

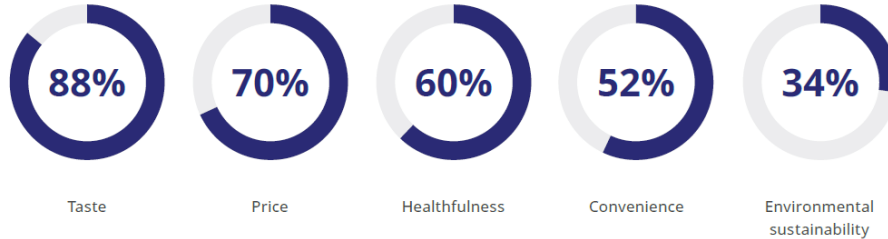
How AI accelerates the transition towards healthier, sustainable and flavorful food products

- | The role of AI in Product Development

CONSUMER CENTRICITY: what does a consumer want?

Diversity through the end-to-end process

Flavor is consumer's primary reason for buying a product



AI TO DEVELOP BETTER PRODUCTS, FASTER

Traditional NPD processes are

- time and resource intensive
- no longer suitable for fast-changing business challenges

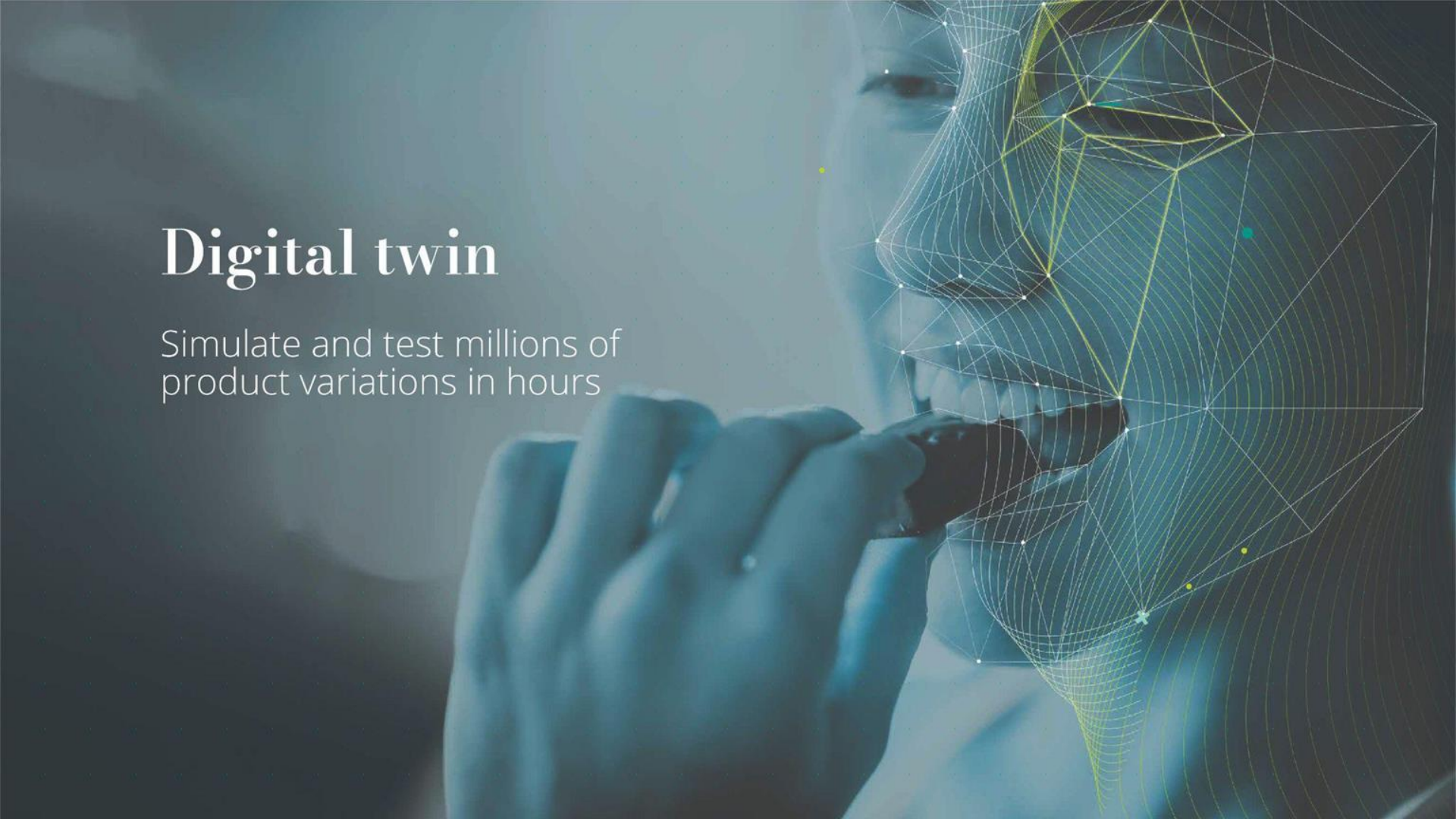
AI enabling the acceleration of concept & product formulation development

Benefits:

- increase speed (less trial & error)
- reduce failure
- untapped flavor combinations

Digital twin


Simulate and test millions of
product variations in hours




AI TO GENERATE EARLY CONSUMER VALIDATED CONCEPTS

DATA INPUT


INTERCONNECTION OF MULTIPLE KNOWLEDGE FIELDS




**understanding
YOUR PRODUCT**




**understanding
YOUR CONSUMER**




aroma analysis




ingredient pairing




competitor
flavor analysis




portfolio
flavor analysis




social media
analysis recipe,
blogs



flavor macro trends



consumer preference
mapping



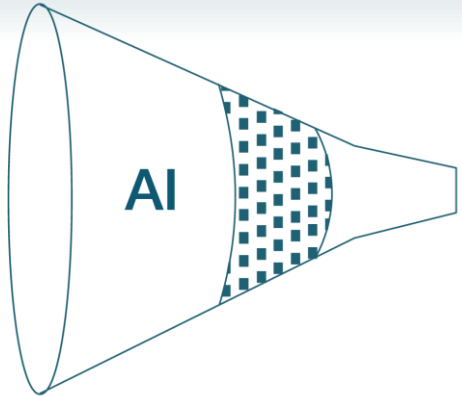
flavorID®

DIGITAL TWIN

AI-POWERED PLATFORM PROVIDING AUTO-GENERATED CONCEPTS

Consumer validation of all AI-generated flavor combinations within a category based on:

- overall liking
- purchasing intent



CONSUMER VALIDATED CONCEPTS

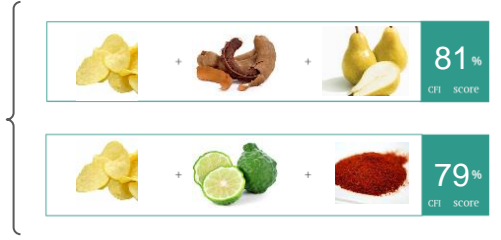
OUTPUT

CONSUMER VALIDATED CONCEPTS

Prioritized list of consumer validated concepts enabling R&D teams to conduct targeted development

=> Final product concepts can be selected based on

- brand fitness
- company specific challenges
- etc



*all data is fictive data



CLIENT QUESTION

Generate a new juice concept for the Brazilian market

with the highest trial, that has a sweet and sour taste, and
will not cannibalize my current line-up.

Brazil

35yr

2 x week

Highest trial

No cannibalization

DIGITAL TWIN ANSWER

JUICE: CABBAGE / LEMON / PINEAPPLE / GINGER

TRIAL
65%

LIKING
75%



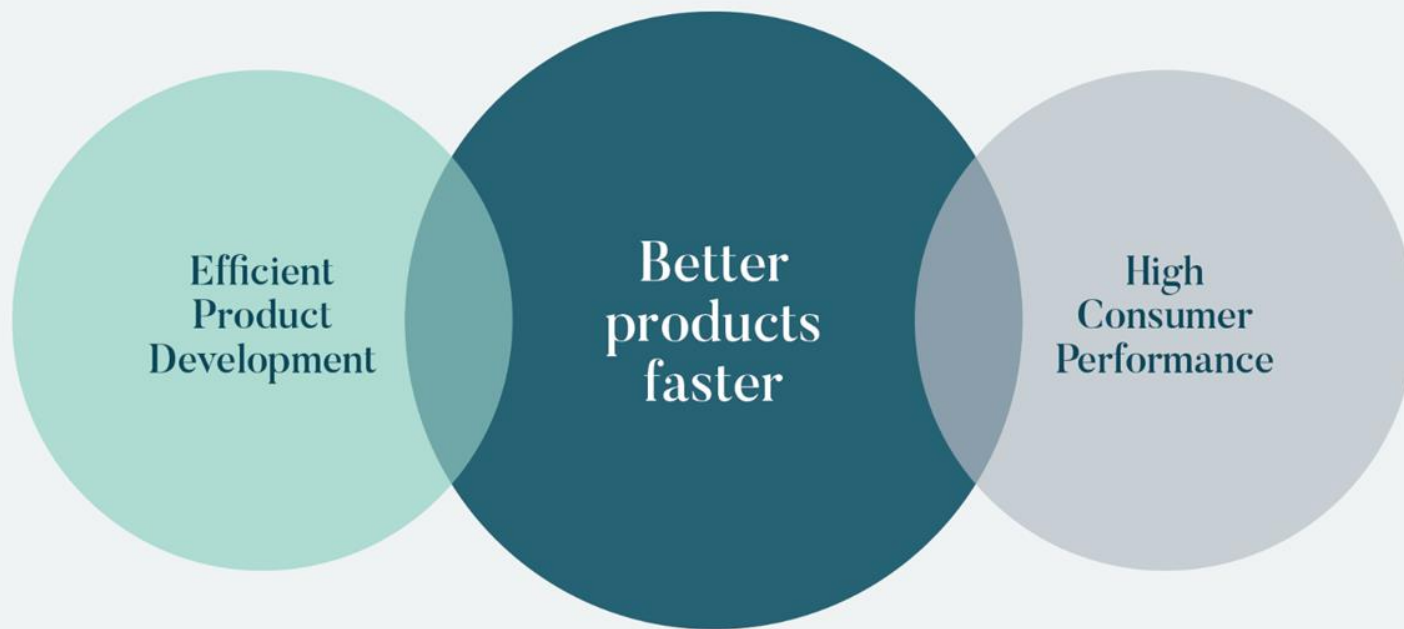
Curious? Catch us at our booth!



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Better
products
faster



— OUR COMPANY

50
team members

The only company
mastering 5 domains

- food & flavor science
- data science & ML & knowledge graph
- consumer behaviour science
- culinary wisdom
- botanical, plant & plant expertise



HQ
office

- Ghent, Belgium
- We operate globally

FODPAIRING®

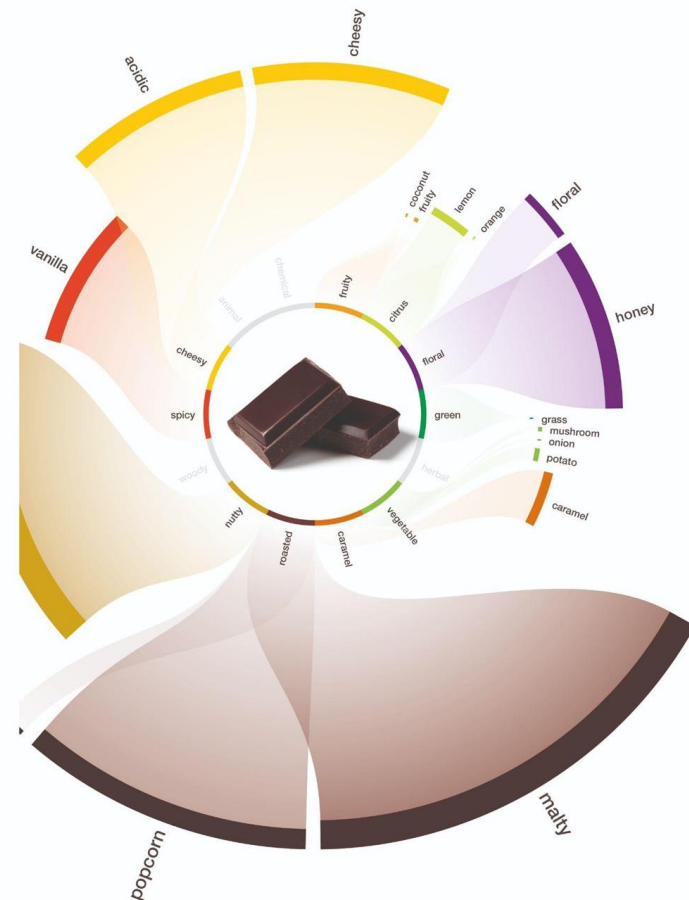
our core activity = digitizing flavor

- digitizing consumer preferences
- digitizing ingredients



+14 years research

pioneers in digitization
of food data & flavor



FOODPAIRING: RECOGNIZED AS BEST IN CLASS FOR INDUSTRY 4.0 SOLUTIONS IN NPĐ



Top 30 best food tech in Europe



Top 50 best food tech worldwide



Awarded Best disruptive innovation



“ Foodpairing is one of the largest online food and ingredient databases in the world, which leverages machine learning to recommend new food and drink combinations to chefs and help food companies determine which flavour they should launch next. ”

— OUR PURPOSE

To accelerate the world's transition to healthier and more sustainable products.

[Success story](#) cooperation with WWF and Unilever

