

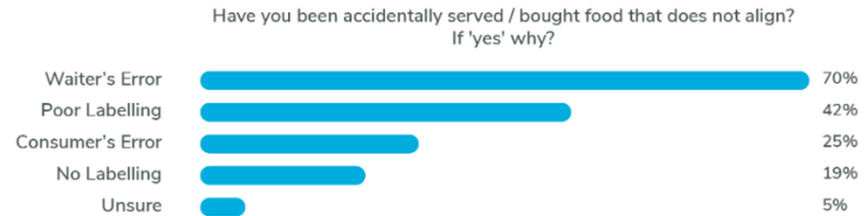
# Tech Solutions: What tools are available to consumers?

4/10/2019



# Consumer insight - UK

Consumers in the UK are **unintentionally** eating the wrong food for their diet



## Allergen and exclusion diets are most affected



# Consumer insight - UK

Consumers believe **retailers and regulations** are the key to solving this issue



**99%**

Believe retailers have a responsibility to be clear about food ingredients, regardless of current legislation

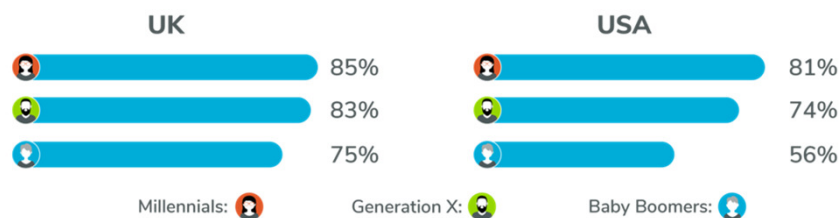


**94%**

Support new regulations concerning better food labeling

With **technology** playing a major role

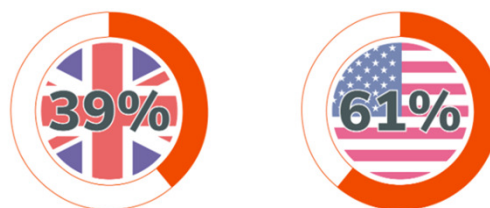
Percentage of respondents who see technology as a key enabler to improving clarity around food ingredients



Data collected through online questionnaire; surveyed 2,000 US adults and 1,332 UK adults who follow a lifestyle diet or have a food intolerance or allergy in December 2018

# Consumer insight - Global

Finding the right foods is a **global problem**

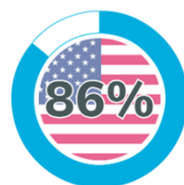


Percentage of respondents who accidentally purchase or are served food that doesn't align to their dietary requirements at least once a month

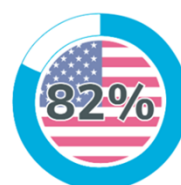
With consumers believing in the viability of various solutions



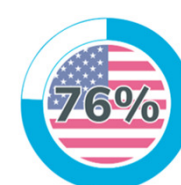
Percentage of respondents who believe that retailers have a responsibility to be transparent about food ingredients, regardless of current regulations



Percentage of respondents who support suggestions of new food labelling rules



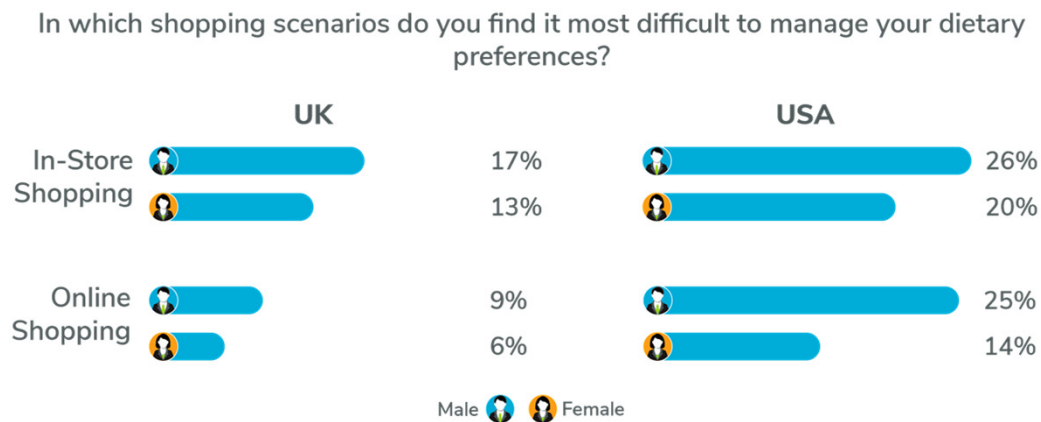
Percentage of respondents who see technology as a key enabler to improving clarity around food ingredients



# Consumer insight - Global

## Men struggle more than women when it comes to shopping

44% of US men said they made food choice mistakes at least once a week, compared to 25% of women in the US, and 29% of men in the UK.



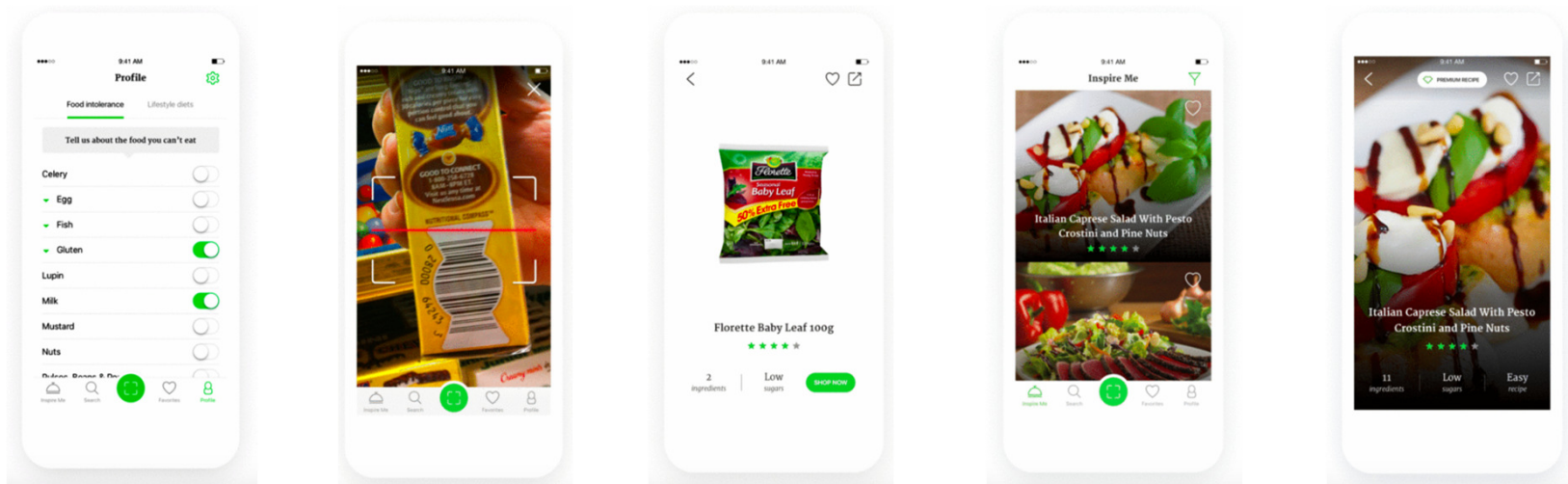
Survey result by Spoon Guru 2019

A large, stylized, light blue letter 'S' is positioned on the left side of the slide, set against a solid blue background.

What is Spoon Guru and  
how is it making a  
difference?

# Spoon Guru - free consumer app

Available to download for free in UK and US



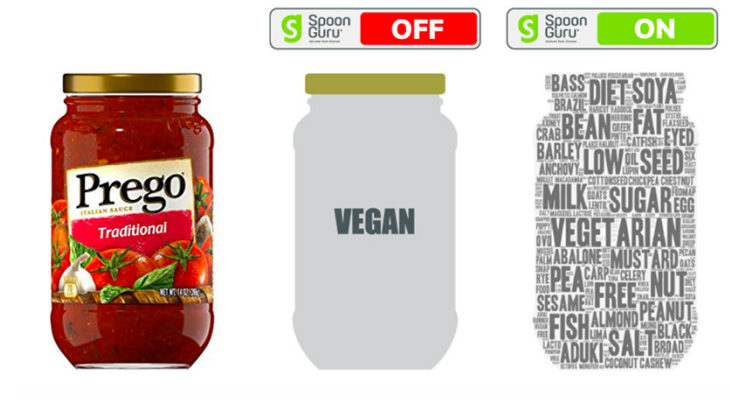
# Spoon Guru & Artificial Intelligence

Spoon Guru uses both **AI and nutritional expertise** to analyse product data



# Spoon Guru

Combining AI and machine learning with nutritional expertise to determine **every product or any recipe's true suitability** for each individual shopper

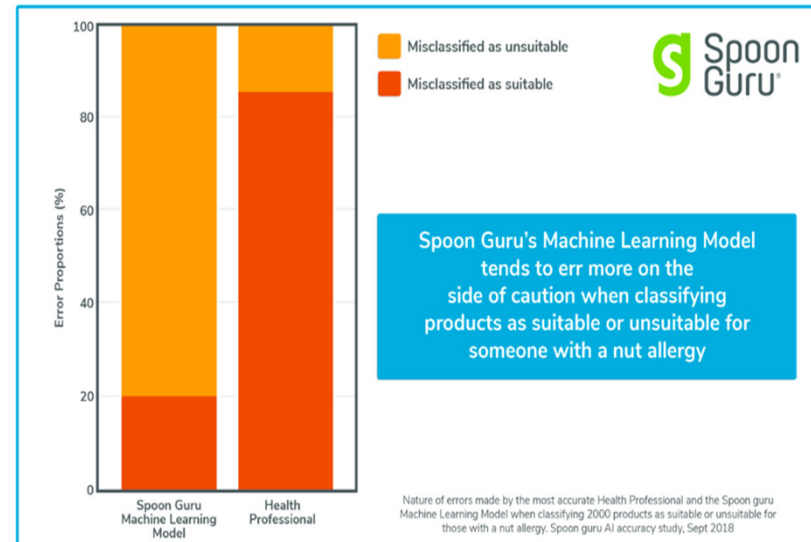
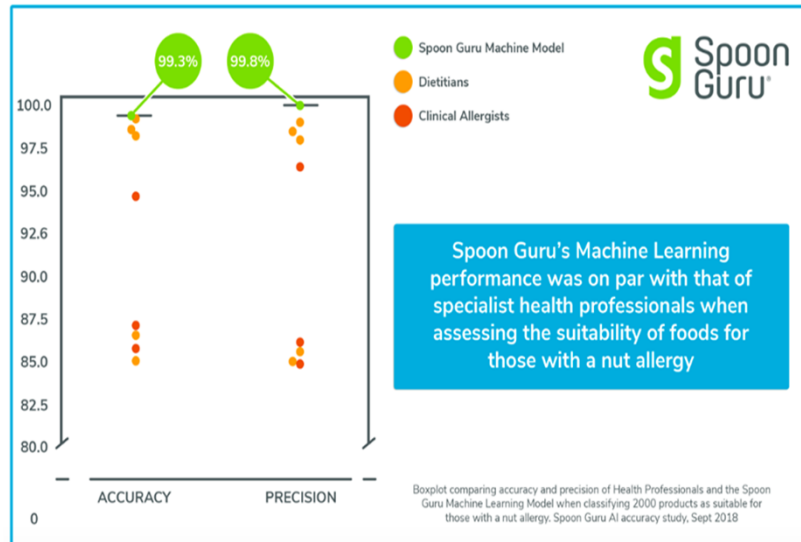


We supply over 180 tags for various allergens, diets and health states



# Accuracy of Artificial Intelligence

An inhouse study was run to show the accuracy of Spoon Guru. We tested Spoon Guru's AI against qualified dietitian and clinical allergy specialists



# Impact on Consumers



I am doing veganuary and I just wanted to share on here another great mobile app for newbie vegans like me, called spoon guru.

Did some shopping today and I was silly to assume foods to have a vegan sign, but found that this is not a normal thing. Luckily I have been a vegetarian for while so kind of know what I am looking for on the back of the box. After my unsuccessful shopping, I did some research and started to feel little overwhelmed with the different e numbers and all the other weird meat stuff in my food. However then I came across this app. You simply make an account and set up your diet preferences and intolerances. From there you can just scan the product barcode and it will let you know if the product fits your needs. Really useful for any new vegans who are little unsure what they are looking for.

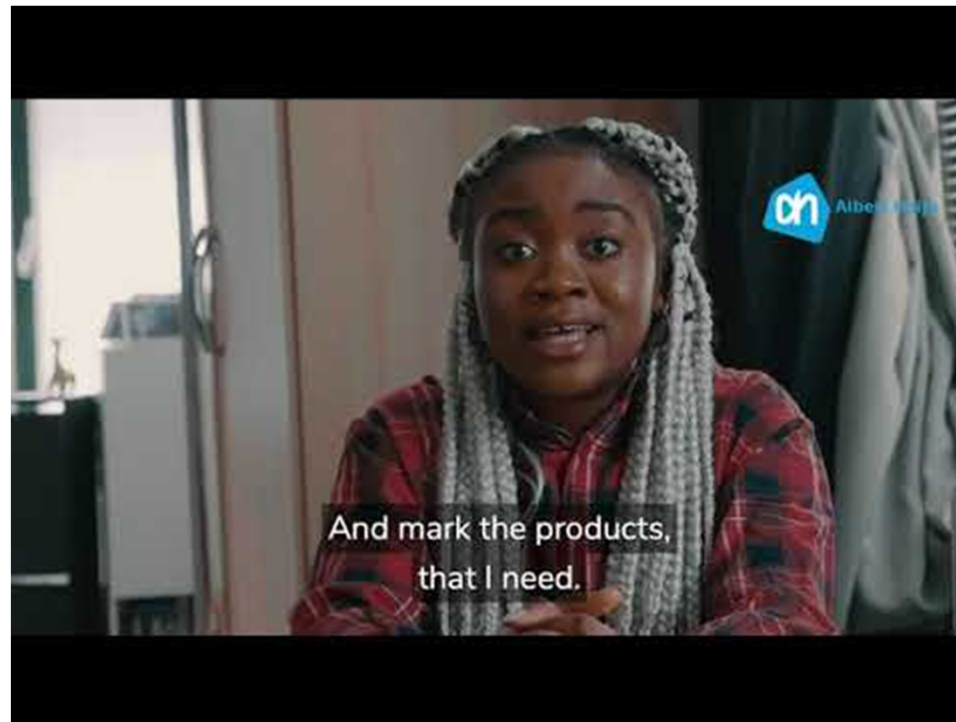


*this app is really good save a lot of time*

Did y'all know there's a great app out there called Spoon Guru. You scan the bar code in the store of a product you want to buy and if you preset the filters for say, Gluten free and vegan, it will either tell you: 1) yes, it's safe to buy, or 2) no, and it'll tell you not to buy it, or 3) if it isn't already in the database it will advise you to check the ingredient list before buying. I found most things I questioned were in there.



## Impact on Consumers



# Impact on Consumers

## EPISODE 9: #BJSSOnRetail Podcast

AI-powered tech start-up @SpoonguruUK is creating a personalised customer experience by using artificial intelligence. Partnering with @tesco in 2017, they have helped to increase basket conversion rates by up to 500%.  
[buzzsprout.com/250687/1568185](https://buzzsprout.com/250687/1568185) ...



1:36 AM - 24 Sep 2019



A large, stylized, light blue letter 'S' is positioned on the left side of the slide, partially overlapping the blue background. The 'S' is composed of two concentric, rounded shapes that form the letter's structure.

The Future

# The future



## 8 Ways Artificial Intelligence Is Revolutionizing Retail

by PC Mag

### Spoon Guru Uses AI to Help Shoppers With Food Allergies

Spoon Guru is available in Tesco supermarkets in the UK, and the company is in discussions to expand the tool to US supermarkets. "Our platform enables Tesco's customers to accurately and immediately find every product and recipe across their entire assortment that meets their dietary needs," Stripf said. In addition to the scanning capabilities used in brick-and-mortar stores, Spoon Guru also integrates attribute filters on online sites.

First published in [PC Mag UK](#), February 2019



## AI-Powered Food App 'Has Already Saved Lives'

by Business Cloud

"You need to embrace technology to get this right. It was really important to us to use technology like AI and machine learning to reduce the margin of error, and get accuracy levels you could not get through manual processing, or even with nutritional supervision." – Markus Stripf, speaking to BusinessCloud

First published in [BusinessCloud](#), December 2018



## From Voicebots And Loyalty To Data And Delivery: What Are The Next Big Hits (And Misses) In Food Tech?

by The Spoon

The personalized nutrition technology space shows huge potential in the long-run and while it is showing some momentum in the short-term, there are still fundamental challenges to "personalized nutrition" platforms that will likely take this sector more time to mature.

First published in [The Spoon](#), September 2019



