

# GenAI

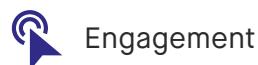
An immersive shopping experience that is not only personalized, but also predictive to individual needs.



Shoppers want you to make it easier for them to discover the right food and nutrition tailored to their unique needs and preferences. However, because of inaccurate and unreliable data, most retailers fail to offer relevant and superior customer experiences to their shoppers. Spoon Guru solves this through verified nutrition data, quality assurance and a closed data ecosystem. Our Nutrition Intelligence helps you to create a truly personalized shopping experience that seamlessly weaves together data, technology, and human expertise to transform the way shoppers discover relevant products and recipes, and interact with food discovery platforms.

## High Level Value & KPI Contribution:

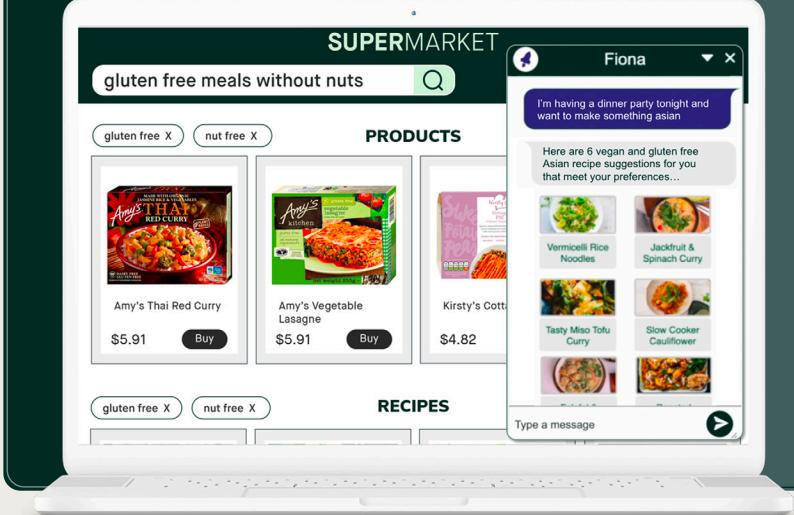
Gen AI enhances personalization and convenience, providing better recommendations, and improving customer service.



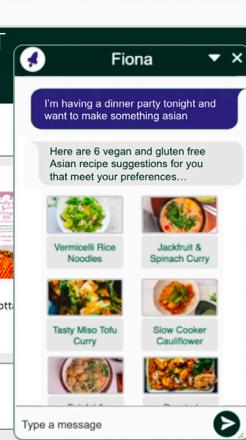
## Benefitting Teams:

- ✓ eCommerce
- ✓ Customer Experience
- ✓ Marketing
- ✓ In-Store Operations

### Meal Planning & Dynamic Basket Building



### Conversational Commerce



### In-Store Assistant



## Omni-Channel Applications:

- ↪ Dynamic Basket Building
- ↪ Meal Planning
- ↪ Targeted Communication
- ↪ Conversational Commerce
- ↪ In-Store Assistant

## Why Choose Spoon Guru:

- Our commitment to safety, accuracy, and compliance ensures that the data we provide is not only factual but also trustworthy.
- ↪ Private, closed data ecosystem
- ↪ Transparent and traceable data source with verified sources and data.
- ↪ Dedicated resources invested in QA to guarantee data safety & proactive responses to data & regulatory changes

Strategic and exclusive Gen AI partner:

