

Smart Swaps by Spoon Guru

WHEN SHOPPERS MAKE A SMART SWAP, OVER

75%

REMAIN IN BASKETS AND PROCEED TO CHECKOUT

“We learned that swaps work and we have learned how to increase sales, though reducing purchases of unhealthy items has proven harder. On the flipside, we know labelling, education and in-aisle positioning do not work on their own.”

Sharon Bligh, Health & Wellness Director, The Consumer Goods Forum

Food Cupboard → Cereal → Family Cereals

Chocolate Cereal 600g

£3.00

Nutrition Score **49**

Per portion (30g): Energy 1200kJ, Fat 10g, Sugar 15g, Salt 0.5g

Ingredients: Wheat, Sugar, Chocolate, Milk Powder, Barley Malt Flavouring, Salt, Vitamins & Minerals: Niacin, Iron, Vitamin B6 (Riboflavin), Vitamin B1 (Thiamin), Folic Acid, Vitamin D, Vitamin B12

Smart Swaps

	Whole Grain Cereal 600g	£ 3.00	Nutrition Score 78
	Apricot Cereal 600g	£ 3.00	Nutrition Score 75
	Strawberry Cereal 600g	£ 2.90	Nutrition Score 62
	Blueberry Cereal 600g	£ 3.00	Nutrition Score 60

Make shopping for **healthier products** easier for your customers. Improve loyalty, increase sales, and unlock revenue.

The Challenge



Retailers are **tasked with helping their customers eat more healthily** and customers are looking to retailers to **help them achieve their health goals**.

The Solution



Identify and recommend **healthier products that are similar per category**. This helps nudge customers towards healthier eating habits over time.

How We Do It



Spoon Guru AI looks beyond the label and analyzes nutritional level data to **curate healthier alternatives** for each product in the same category.

The Benefits



1. 100% accurate results for suitable products based on dietary needs and health preferences.
2. Trust and convenience for your shoppers
3. Increased frequency of purchase and usually more items per order
4. Secure market share and increase loyalty through an improved and personalized customer experience

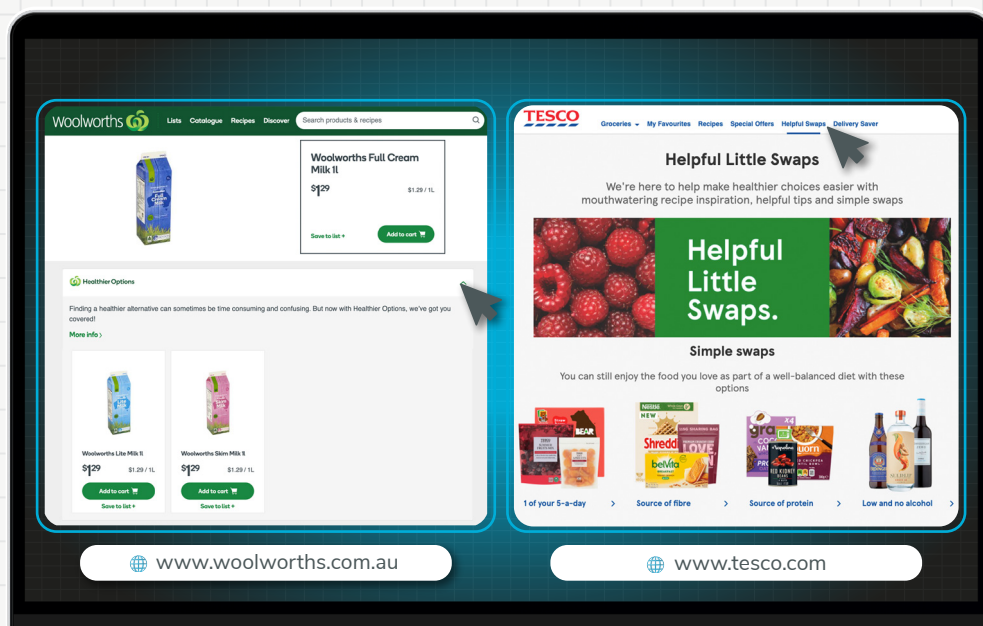
50%

Conversion is 50% more for visits with a healthier swap compared to visits with any cart additions.*

10%

Average Order Value is 10% higher for customers that swap for a healthier product than customers without.*

* Spoon Guru insights



“COVID-19 has given us more impetus and determination to go further and to make an even bigger impact on the health of our customers. It is our duty to society, and we have to keep customer front-of-mind. He said the end goal must be to make a positive difference at scale.”

Jason Tarry, CEO, Tesco

“Spoon Guru's specialist algorithms are already meeting the health goals and dietary requirements of millions of Woolworths' customers.”

- Ingrid Maes, Managing Director of W23

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