Recipe Discovery

We help you surface recipes relevant to your customers' needs.

Spoon Guru®

Consumers are increasingly cooking at home and meal-planning online. Using a unique combination of AI and in-house nutrition experts, we accurately classify retailers' recipe suitability against consumer dietary and health needs - at scale. Recipe Discovery encourages your customers to stay in your online ecosystem. It inspires them as they shop, makes it easy to find recipes that perfectly align with their personal health & dietary preferences, and enables the seamless purchase all necessary ingredients.

High Level Value & KPI Contribution:

Recipe Discovery enhances customer experience and provides market differentiation, helping you to meet your KPIs.

Engagement

NPS

Benefitting Teams:

- ⊘ Customer Experience
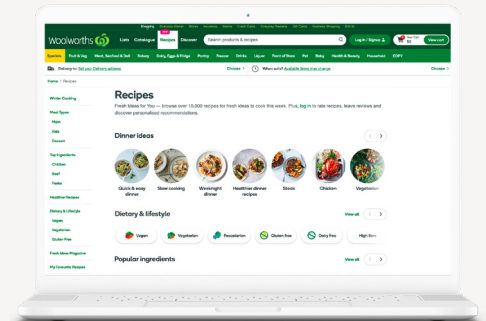- ⊘ eCommerce
- ⊘ Marketing
- ⊘ Health

CASE STUDY: Woolworths

The Challenge:

To compete with a rival retailer's a major recipe site partnership, Woolworths wanted to create a world-leading recipe hub solution that could improve personalized search functionality, automate the calculations for nutrition information to be dispalayed on recipes online and in print, and analyze data at scale to allow for significant growth in their recipe database.

The Solution:

Spoon Guru's Recipe TAGs® & Nutrition Data improves recipe discoverability for those with health and dietary needs and helps customers make more informed choices. The real-time API processes thousands of recipes and can account for real-time product swaps which may result in changes in dietary suitability and nutritional value.

Read the full Case Study here

Omni-Channel Applications:

- ⊕ Recipe matching with 'Shopper Profiles'
- ⊕ In-store recipes (eg using QR code scanning)
- ⊕ Online recipe search & filter
- ⊕ Curated online inspirational experiences
- ⊕ Automated nutrition calculations for online and in-print content

Why Choose Spoon Guru:

Our in-house nutrition science experts help you surface the right recipes with the right ingredients for complex dietary needs.

Our award-winning, scalable AI processes thousands of data points daily to accurately categorize recipes.

Spoon Guru has an award winning technology and a history of successful deployments.

Get in touch & start from *only 12 weeks!*