

Dietary TAGs[®] by Spoon Guru



The fundamentals of a grocers' health strategy, allowing shoppers to search for food by allergy, lifestyle, and diet

The Challenge



Shoppers find searching and browsing for products that meet their dietary needs to be time consuming and inaccurate. Search results for some of the most popular health and lifestyle diets return very few results when based on product statements alone and retailers lose sales as a consequence.

The Solution



TAGs[®] technology highlights suitable products based on health needs & dietary requirement and recommends additional highly relevant products to discover. We rank the most relevant products based on each shopper's dietary preferences and shopping behavior, returning more accurate search and filter results and wider portfolio of products to choose from.

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

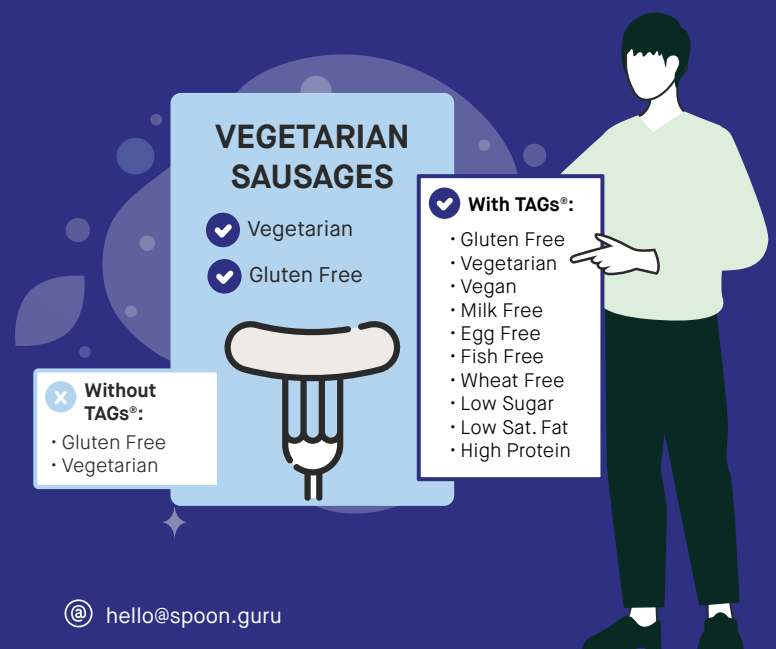
Ingrid Maes,
Managing Director, W23



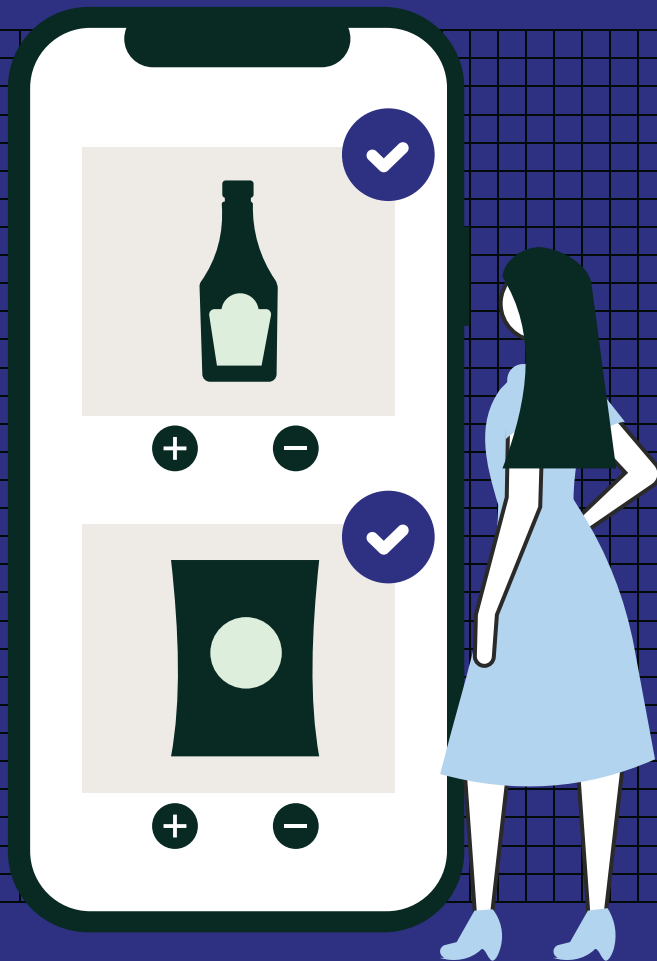
How We Do It

We classify all of your food and drink products with multiple attributes utilising nutrients, ingredients, descriptions, and product packaging statements.

Our platform uses highly trained machine learning models augmented by expert nutritionists to deliver accurate results for all customer touchpoints across food discovery.



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The Benefits

- ✓ High accuracy for product discovery
- ✓ Increase coverage within your product catalog
- ✓ Trust and convenience for your shoppers
- ✓ Increase frequency of purchase and items per order
- ✓ Uplift in top-line revenue
- ✓ Competitor differentiation around dietary and health needs
- ✓ Grow market share and loyalty through improved customer experience

“ We made major steps within Albert Heijn about communicating Health, Diet and Lifestyle – online with filters, search and front of pack icons, and in-store mainly with Vegan flat-cards. Spoon Guru really speed up this process by enriching our data and sharing knowledge.

Viktor Bos,
Data Manager, Albert Heijn



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Live Use Cases

- Product Discovery through Filter & Search
- Product data enrichment & SEO optimisation
- Food curation through dietary landing pages, mini-hubs & micro-sites
- Front-of-pack icons for quick easy visuals of key associated diets when browsing products online or in store (shelf edge)



Client Results

- Improved Category & Range Management
- Improved NPD
- Reduced friction within purchase funnel
- Sizeable Increase in searchable products
- Significant improvement in the shopping experience
- Increased AOV, Conversion, CTR and basket size



Spoon Guru has had a really positive, demonstrable impact on our online grocery business.

Alessandra Belinni,
Chief Customer Officer, Tesco



Trusted by industry leaders:

TESCO



Woolworths



Albert Heijn



countdown

Jet



MIGROS



Schnucks

Dietary TAGs[®] by Spoon Guru



Sample TAGs[®] available now:



ALLERGY



NO CELERY



NO EGG



NO FISH



NO GLUTEN



NO LACTOSE



NO LEGUMES



NO MILK



NO MUSTARD



NO PEANUT



NO SEEDS



NO SESAME



NO SHELLFISH



NO SOYA



NO SULPHITES



NO TREE NUTS



NO WHEAT



NO YEAST



LIFESTYLE &
SUSTAINABILITY



VEGAN



VEGETARIAN



PESCETARIAN



VEGETARIAN
LACTO



VEGETARIAN
OVO



HALAL



KOSHER



PALEO



NO PALM OIL



FLEXITARIAN



ORGANIC



RESPONSIBLY
SOURCED



GMO FREE



PLANT BASED



COUNTRY OF
ORIGIN



RECYABLE



ANIMAL
WELFARE



HEALTH &
WELLNESS



1 OF 5 A DAY



HIGH PROTEIN



HIGH FIBRE /
SOURCE OF FIBRE



BLOOD PRESSURE
MANAGEMENT



BLOOD GLUCOSE
MANAGEMENT



CALORIE
THRESHOLD



WEIGHT
MANAGEMENT



HEALTHIER ME



NO CAFFEINE



NO ALCOHOL



LOW ALCOHOL



CHOLESTEROL
MANAGEMENT



LOW
CHOLESTEROL



LOW FAT



LOW SALT



LOW SUGAR



NO SUGAR



VITAMIN B12



VITAMIN D