

Why we go beyond the statement:

A peek into the Spoon Guru 'Human-in-the-loop' model

We learned early on that relying on product statements alone would not deliver the product discovery experience that shoppers want and need.

To better manage complex product data, we have built our **Nutritional Intelligence platform** around a human-in-the-loop model to ensure maximum accuracy, safety and coverage.

Example 1: Dietary statements are limited at best. With up to 96% of Halal products not labelled as such, product coverage is impacted by relying on statements alone.

Example 2: Our AI flags any potential conflicts between dietary statements and ingredients. This adds an important layer of safety for sensitive shoppers.

Example 3: With an increase in fun product 'wackaging', conversational dietary statements such as 'No Moo' and ingredients like 'hand-picked fruit' are easily missed by algorithms. A human-in-the-loop model ensures these are picked up, interpreted, and the AI retrained with natural language phrases.

Contact us today at www.spoon.guru to learn more.

