

# Smart Swaps by Spoon Guru



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

When shoppers make a  
Smart Swap, over

# 75%

of items remain in baskets  
and proceed to checkout.



## The Challenge



Customers are looking to retailers to help them eat more healthily and achieve their health goals.

## The Solution



Identify and recommend healthier products that are similar per category to help nudge customers towards healthier eating habits.



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



## 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.

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## 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



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

**Ingrid Maes,**  
Managing Director,  
W23



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

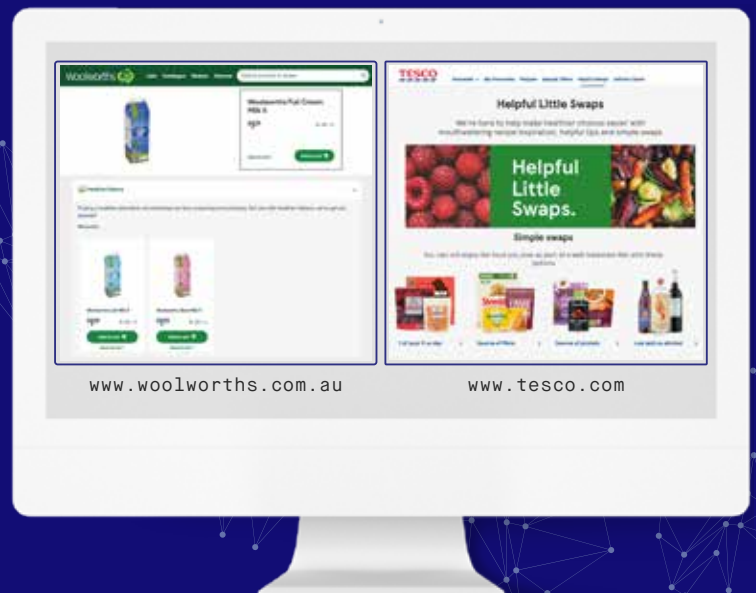


Average Order Value is 10% higher for customers that swap for a healthier product than customers without.\*



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. The end goal must be to make a positive difference at scale.

**Jason Tarry,**  
CEO, Tesco Director



## Trusted by industry leaders

