

Our plug & play modules:



Product Discovery

Highly accurate product categorization at scale



Recipe Discovery

Highly accurate recipe categorization at scale



Intelligent Curation

Enables smart product swaps & recommendations



Insights

Enables data-driven decision making



Health+™ Starter

Enables unique health programs based on complex rules



Health+™ Enterprise

Execute your health strategy seamlessly on all touchpoints



What

More relevant experience. More loyalty.

Spoon Guru enables retailers to deliver a highly relevant and personalised food shopping experience for their customers based on their individual and unique dietary needs & health goals.



How

Nutrition is complex. We make it easy.

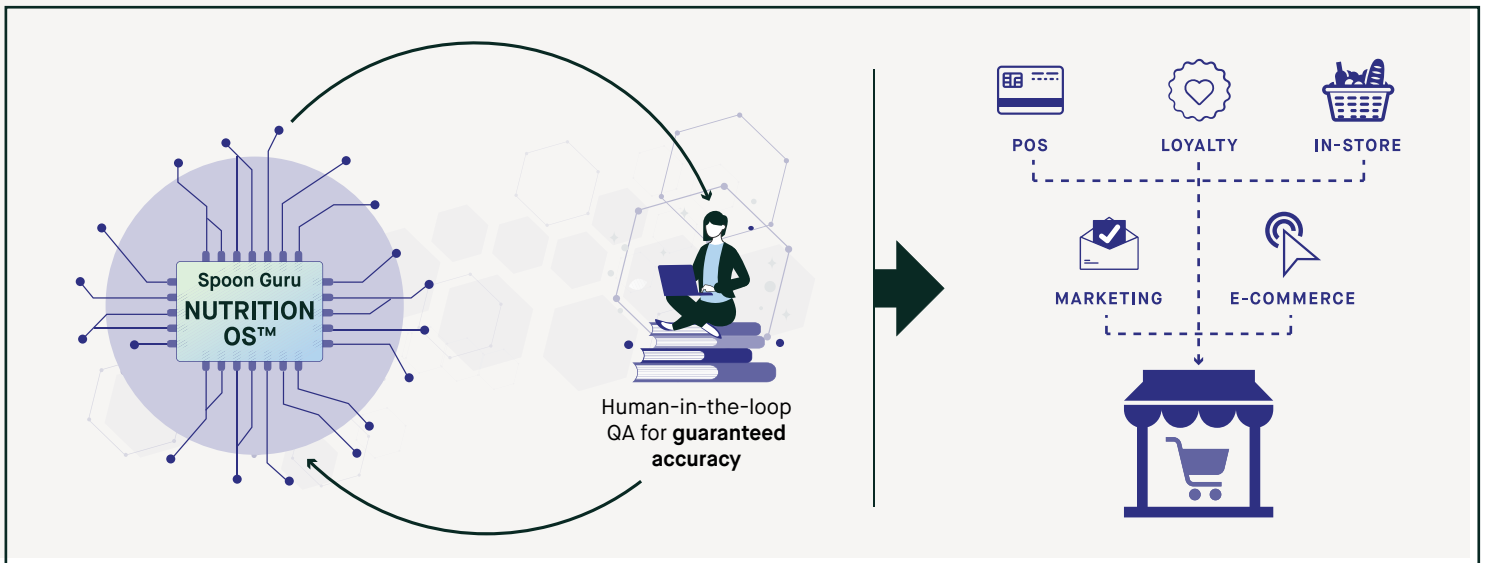
Our continuously learning AI classifies thousands of products which are validated by inhouse nutrition experts making our Nutrition Operating System unparalleled when it comes to accuracy.



Why

Good food. Good health. Good economy.

Dietary preferences are now mainstream and consumer expectations are changing. With the market ever evolving, retailers need to work with innovative technology providers to stay ahead. Those who fail to respond risk irrelevance.



Shoppers using filters or dietary text search powered by Spoon Guru have:

21%

More Spend

44%

More Items Added

7x

Higher Conversion Rate

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

- *Alessandra Bellini, CCO, Tesco*

Trusted by industry leaders



www.spoon.guru



woolworths



Albert Heijn



countdown



Schnucks

