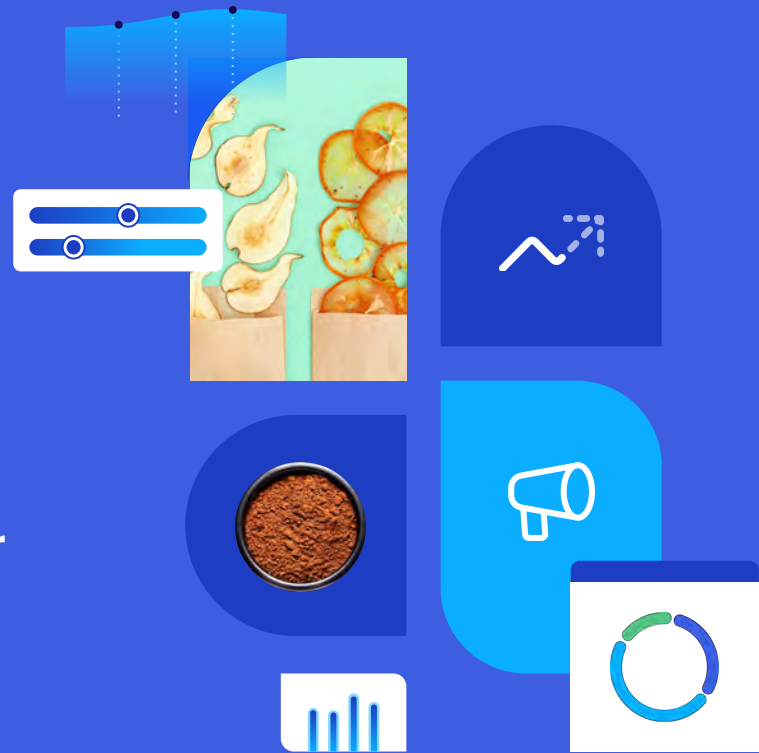




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**GenAI-Powered Intelligence Platform for  
In & Out-of-Home that activates Smarter  
Campaigns, Faster Sales, Bigger Wins**



Value Session

# Path to partnership



## Let's work together

# Goals

for Tastewise Partnership

### Be a Better Partner to Costco



Data driven negotiator –  
minimize shelf risk

### Assist sales in Food Service



More consultative approach

### Advise Sales Strategy



Advise sales strategy to  
brokers and distributors

### New Product Development



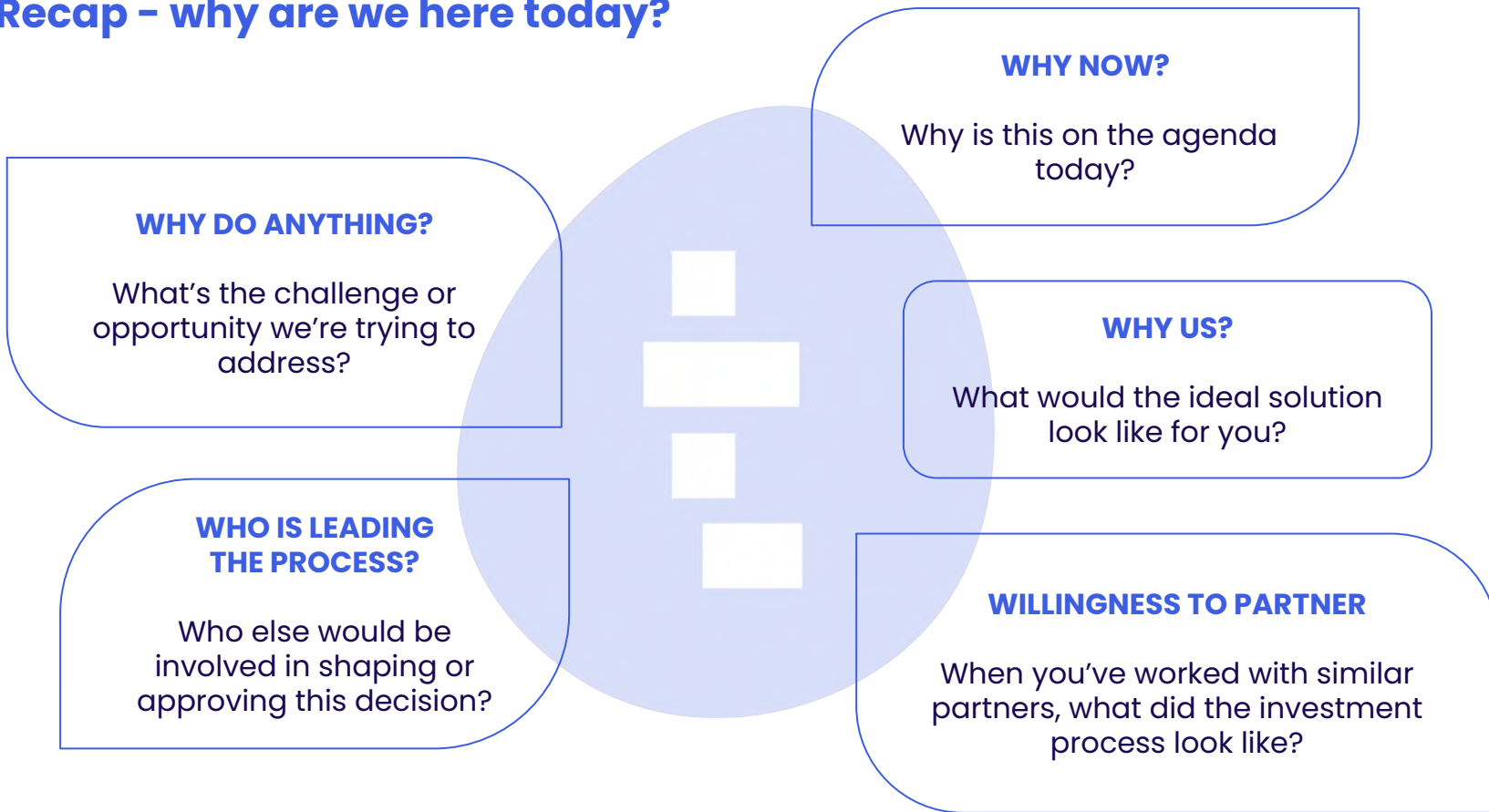
Data driven approach –  
reduce failure rate

### Small Team



More agility and collaboration.

## Recap – why are we here today?





✓ **In-Home & eRetail**  
1 Trillion Data Points

✓ **Social Media**  
72B Observed F&B moments

✓ **Restaurants & Food Delivery**  
4M+ locations and best-selling menu items

1. DIY  
On Demand Platform

## 'On Demand' Route

1

DIY On Demand Platform

A. Self Serve

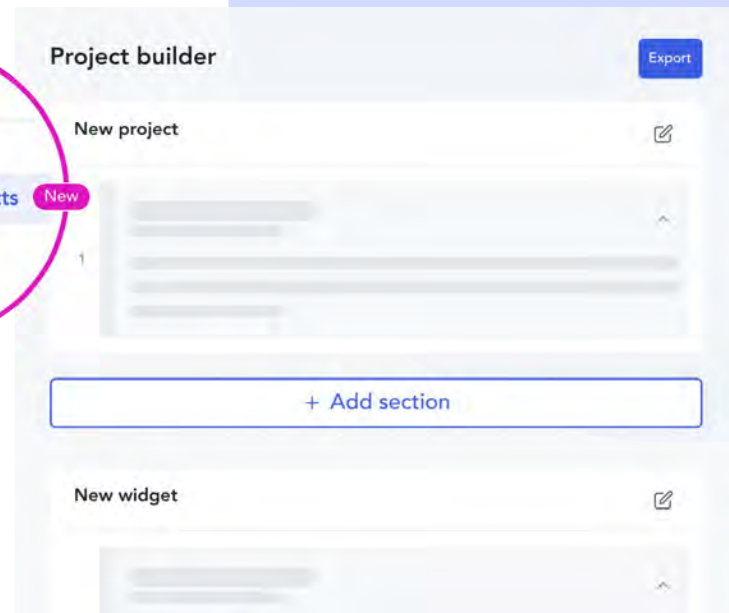
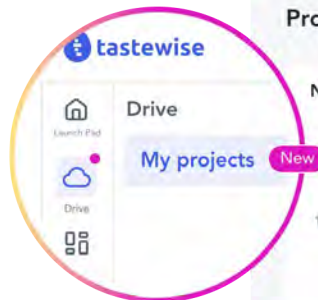
B. Gen AI Suite

2

Agency Route

3

Customization





## Let's Innovate!

Product Innovation

Let's map your product vision

**What type of concepts are you looking for?**

- ☐ Claim-Based
- ☒ Flavor-Based
- ☐ Dish-Based

**What ingredient, dish or flavor are you exploring?**

ice-cream

**What kind of data would you like to review?**

- ☐ Away-from-home
- ☐ At home





# Create your own engaging recipes

Recipe Creator

AI Recipe


## ❖ Dubai Chocolate Cookie Ice Cream

This decadent dessert combines the rich flavors of chocolate cookies with creamy ice cream, inspired by the vibrant culinary scene of Dubai. The dish features a homemade chocolate cookie base, layered with smooth vanilla ice cream and topped with a luscious chocolate sauce. Perfect for chocolate lovers, this treat offers a delightful balance of textures and flavors.

 Serving size  
4 People

 Duration:  
60 Min

 Difficulty:  
medium

 Potential Engagement:  
0



### Ingredients

- ☐ 200g (7.05 oz) all-purpose flour
- ☐ 50g (1.76 oz) cocoa powder
- ☐ 150g (5.29 oz) unsalted butter
- ☐ 100g (3.53 oz) granulated sugar
- ☐ 50g (1.76 oz) brown sugar
- ☐ 1 large egg
- ☐ 1 tsp vanilla extract
- ☐ 1/2 tsp baking soda
- ☐ 1/4 tsp salt
- ☐ 500ml (16.91 oz) whole milk
- ☐ 200ml (6.76 oz) heavy cream
- ☐ 100g (3.53 oz) sugar

### Inspired by

- The ingredients chosen, such as chocolate chip and dark chocolate, are inspired by their high relevance and popularity in dessert recipes.
- Chocolate chip has a social share of 27.4% and a relevance of 64.1, while dark chocolate has a social share of 36.99% and a relevance of 161.4
- These ingredients are well-loved and add depth to the dish.

### Top Ingredients used from the data provided

☒ Chocolate Chip

# Opportunity Scoping



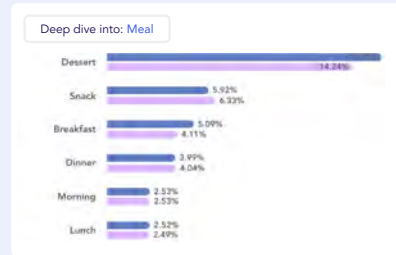
Finding the Right Innovation Space

**Objective:** Define innovation territories and whitespace opportunities.

**Trend Discovery & Growth Signals:** Identify fast-emerging trends and flavor spaces.



**Whitespace Mapping:** Uncover unmet needs by comparing consumer demand with current market offerings.



**Category Explorer:** Deep-dive into chocolate trends by format, ingredient, and consumer usage.



**Audience Insights:** Understand how different demographics engage with chocolate (e.g., indulgence vs. wellness).



# 2. Agency

• Route

# Agency Route

1

DIY On Demand Platform

A. Self Serve

B. Gen AI Suite

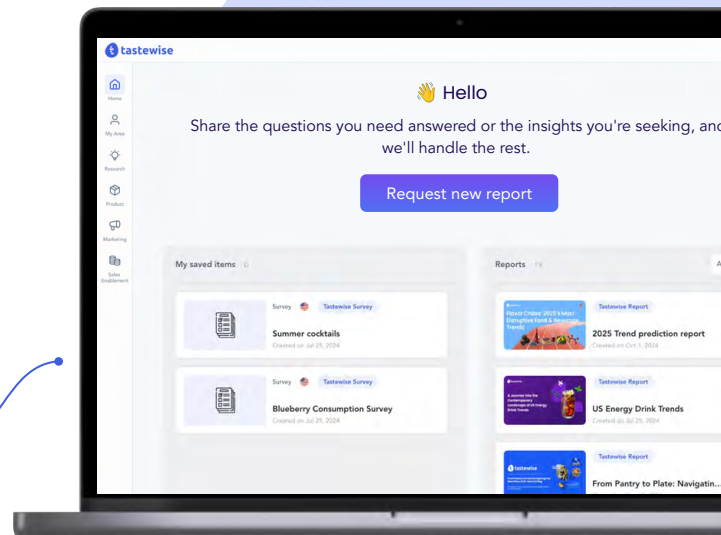
2

**Agency Route**

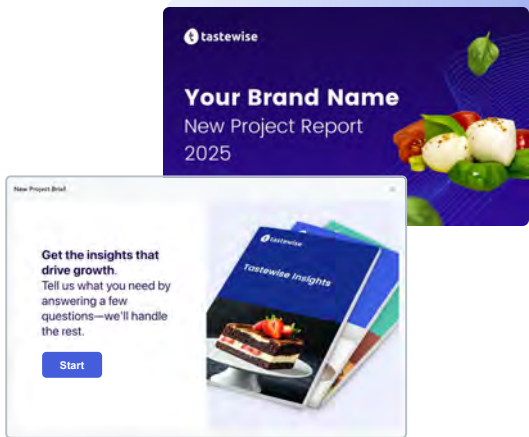
Provide your input, receive a bespoke presentation

3

Customization

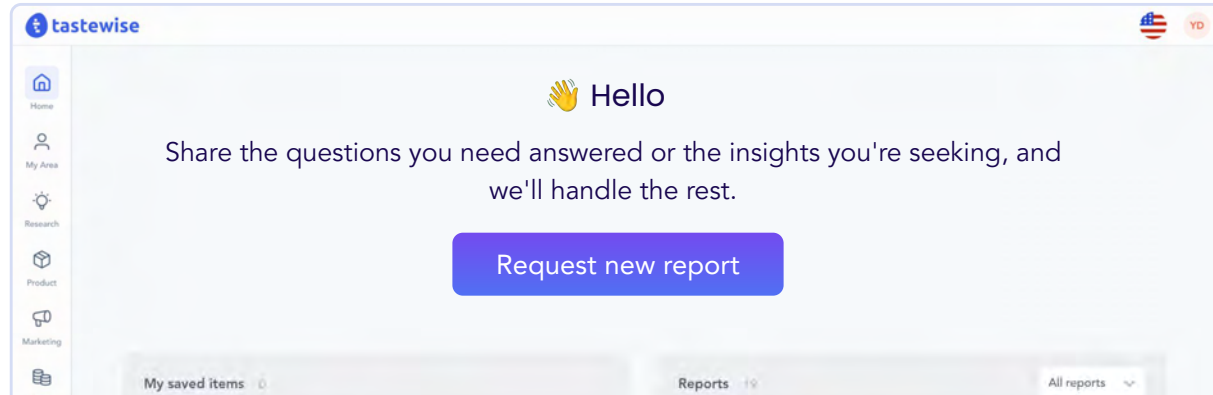


# AI Lead Narratives



Where data and technology work for you.

- Submit a survey or brief request and get a customized, ready-to-use report tailored to your needs.
- Backed by real-time data and trusted sources, these insights help you pitch ideas with confidence.
- Personalized with your brand's logo and design, reports seamlessly integrate into your presentations.



# Ask Tastewise (Surveys)

Ask Tastewise

Example: Pepsi



User Responses  
**5,905,174**

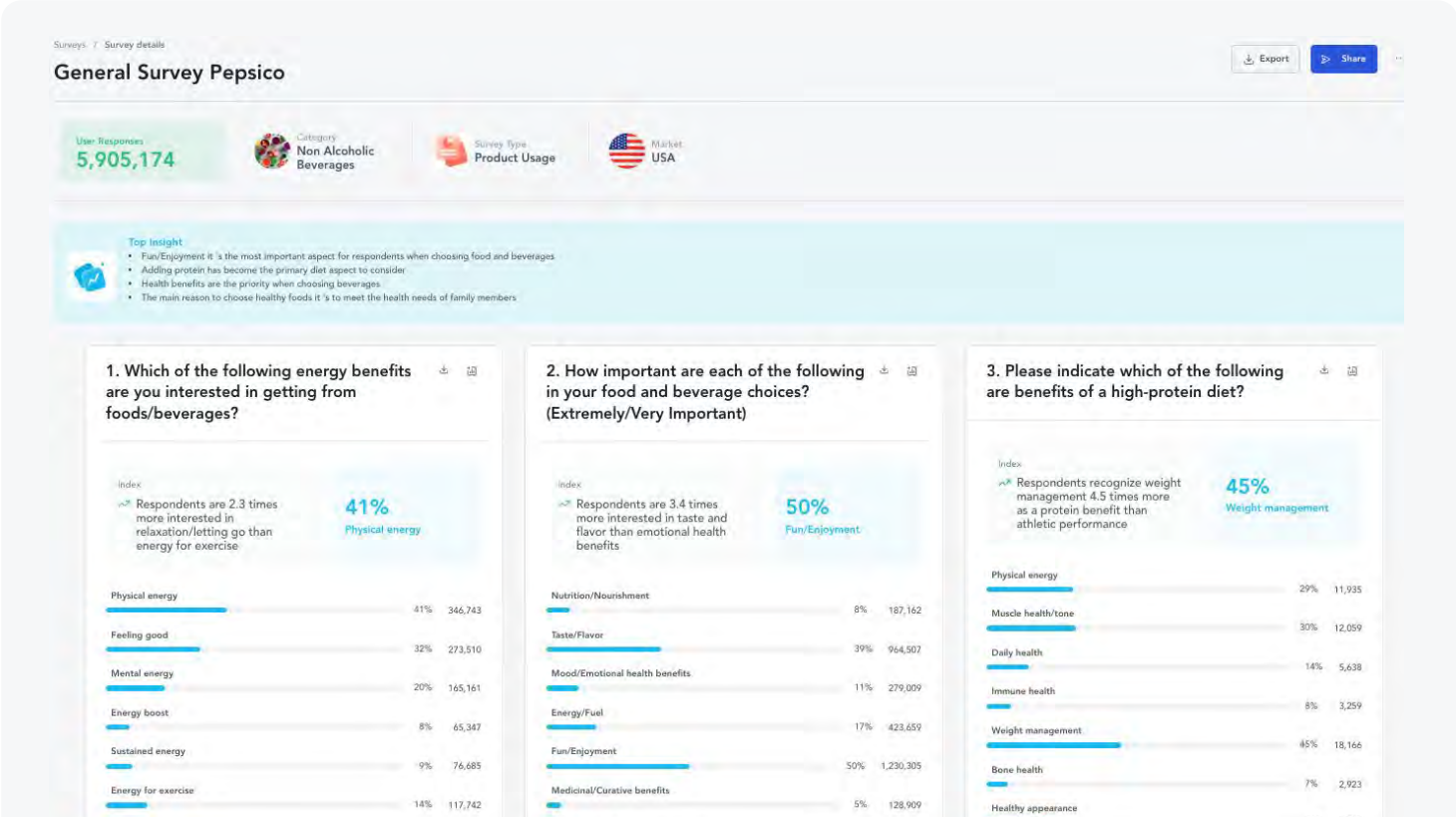


Category  
**Non Alcoholic Beverages**



Market  
**USA**

Example: Pepsi



# 3. Customization



# Customization Route

1

DIY On Demand  
Platform

2

Agency Route

3

**Customization**

Within your systems, within your workflows



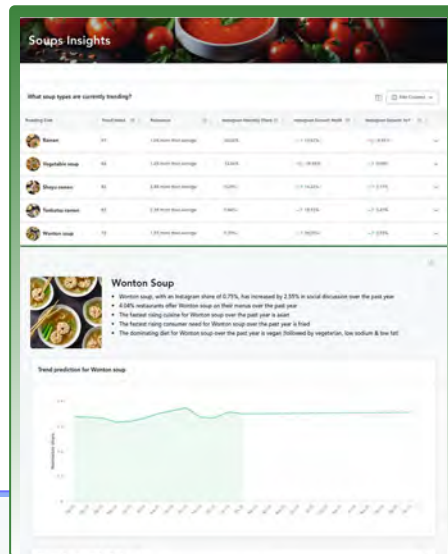
# Custom Views



Top audience  
**Nutritionists**

Top experience  
**Easy**

Top social setting  
**Friends**



## Demand Space Dashboards

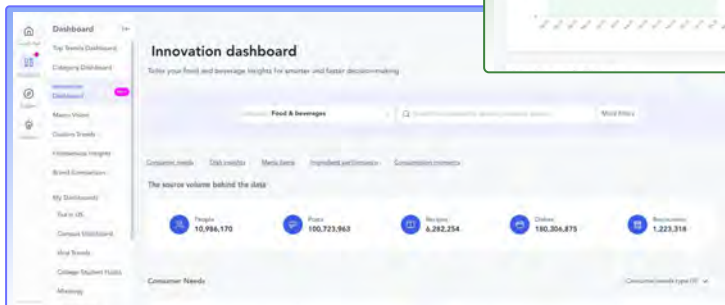
- Identify and capture high-value demand spaces with AI-powered insights
- Pinpoint key audiences and build tailored dashboards to turn data into revenue-driving actions

## Brand Dashboards

- Boost consumption, loyalty, and category growth with AI-driven insights
- Identify high-impact content, optimize recipes for digital campaigns, and uncover competitive trends to capture new audiences

## Customized Terms

- Align insights across sources by using a shared brand language
- Create custom queries to track macro trends relevant to your business
- Build custom audiences to monitor key consumer segments on an ongoing basis





# Thank you

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Redefining the food industry by feeding the brands that feed the world

