

# Nutrition Intelligence: Build or Buy

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*The never ending conundrum*

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Meeting your customers' changing and complex needs while enabling sophisticated shopping experiences is cumbersome enough.

So why should you invest resources into developing nutrition data intelligence in-house?



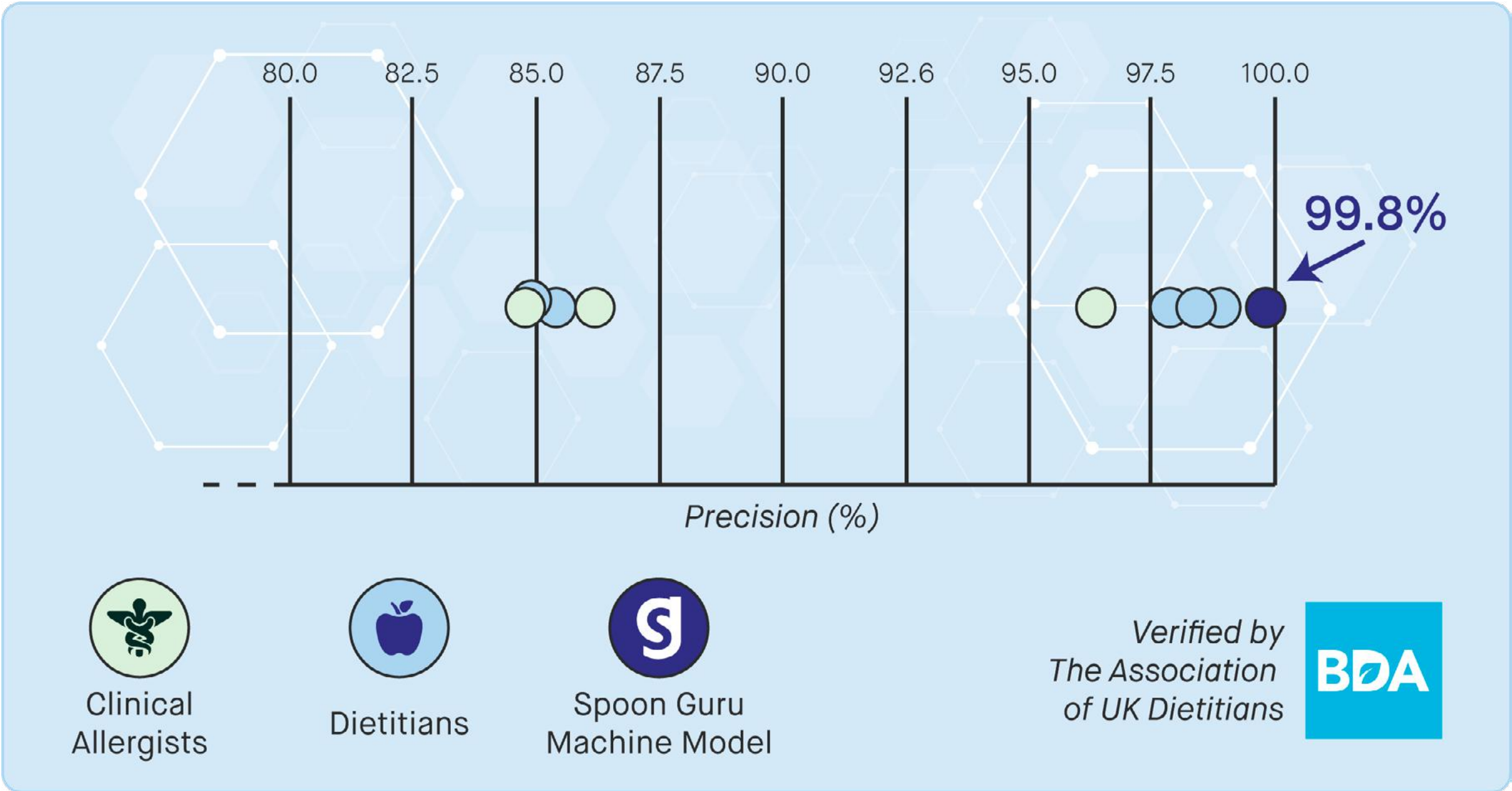
When shopping for food, nearly 60% in the UK consider specific dietary requirements for themselves or others in their household due to a food allergy or intolerance.

Statista, 2020

Choosing specialized technology providers provides businesses with prompt access to proven, cutting-edge solutions, eliminating the burdens associated with in-house development.

This strategic approach enables organizations to capitalize on the expertise and economies of scale offered by specialized vendors, promoting cost-efficiency and expeditious adoption of technological advancements.

**We have created world-class solution to make finding the right food easier and safer. We even tested it with industry experts.**



**Comparison:** Accuracy and precision of Health Professionals and the Spoon Guru Machine Learning Model (SGML) when classifying suitability of 2000 products for those with a nut allergy.

[View the full 2018 Whitepaper here.](#)

# Good quality AI needs good quality ingredients

Good AI needs to be fed data that's been enriched and enhanced if it's to generate high quality outputs.

**If your base-level product data is incomplete, or worse - inaccurate, your technology just won't perform optimally.**

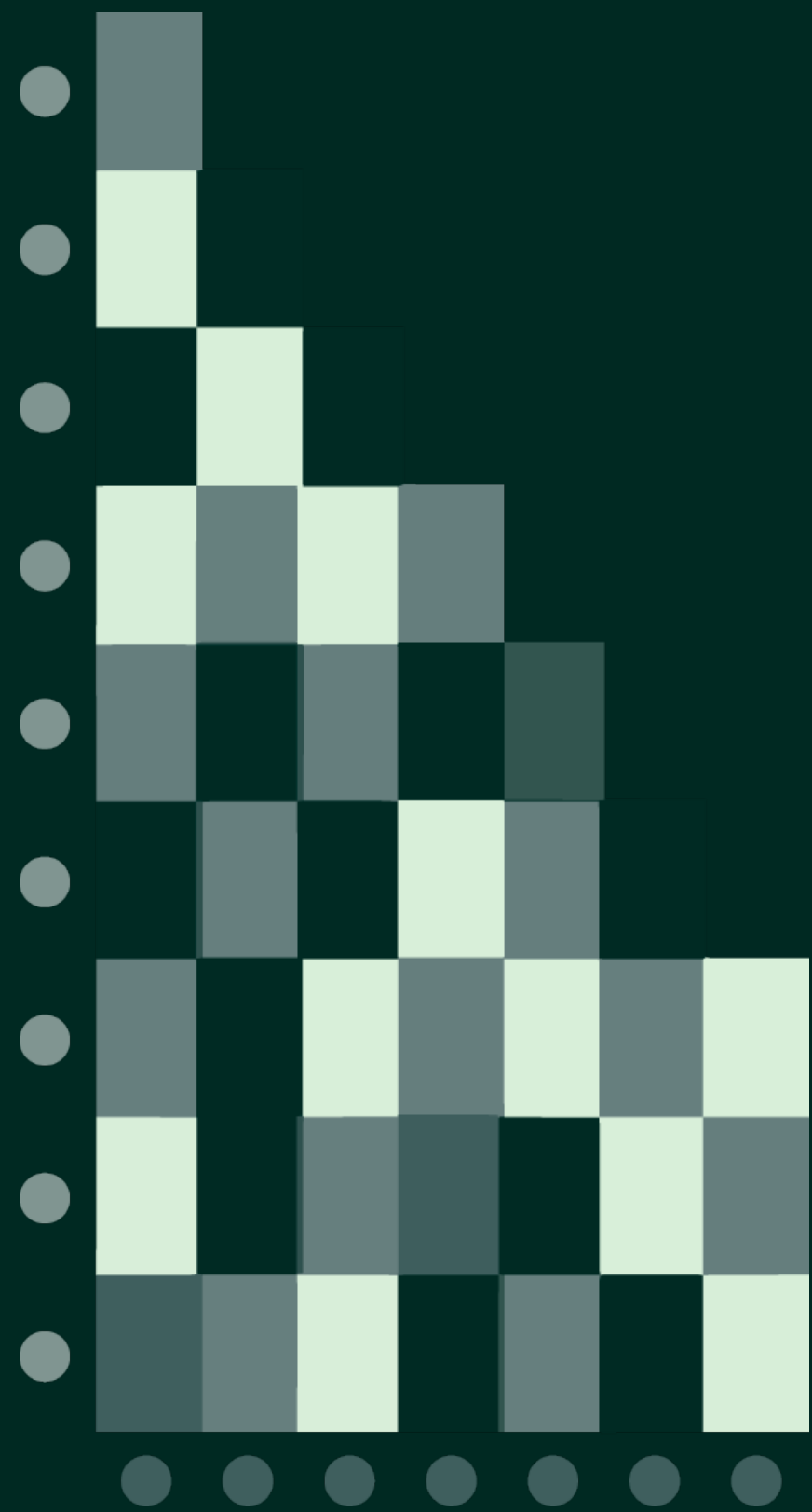
Simply put, you cannot deliver superior customer experiences without accurate metadata and context awareness.

Spoon Guru's enriched data enhances these use cases and many more:



# Your data.

**1. Product Data imported.** This often comes in from multiple sources.



# Cleaned, standardized and enriched.

**2. Data goes through a comprehensive cleaning & normalization process.** It's not possible to create accurate attributes with unstructured data, so each data point needs to be extensively processed.

**14 Billion**  
*data points*  
*processed daily*

**7 Million**  
*product*  
*validation checks*

**1 Million**  
*natural language*  
*packaging statements*

*Human-in-the-loop QA*  
for **guaranteed accuracy**

**3. Data is analyzed & attributes are assigned.** Based on ingredients, statements, nutritional values etc.

**4. Quality Assurance.** Our team of experts perform hundreds of data validation checks to ensure the highest level of accuracy.

**5. Accurate outputs** for those in the food industry.



CPGs



Retailers



Health  
Care



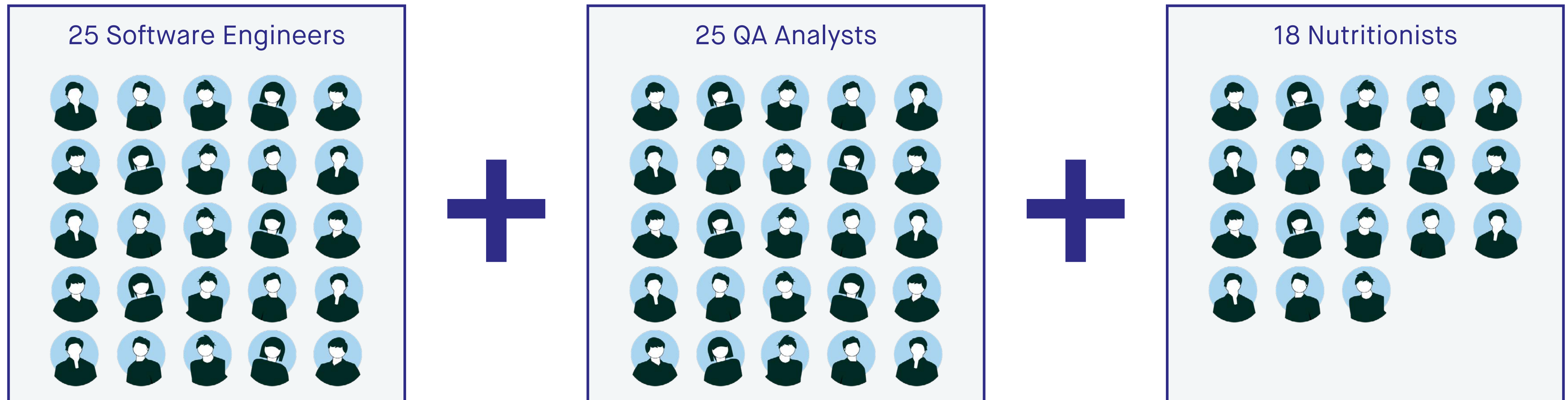
Food  
Service &  
Catering

# The value of experience

AI, and Gen AI in particular, is predicted to be one of the biggest technology trends in retail – and for very good reason.

We have been working hard and refining our AI systems for **over 8 years** now, so our technology comes with the added benefit of nearly a decade's worth of learning & experience.

We've spent nearly **140k hours** developing the tech behind our AI & Machine Learning. If you wanted to turn this around yourself in 12 months, you'd need to hire a dedicated, full time team of 68 specialists made up of:



Over **36 000 hours** have been spent processing products, recipes and healthy swaps.



If one person worked full time to process all of these products, recipes and swaps it would take them:



Products  
**12 years**



Swaps  
**5 years**



Recipes  
**3 weeks**

We've already done all the hard work, so you don't have to.

# Let's just say our QA Team keeps very busy resolving any flagged issues.

Processing data is one thing, but what about issues that get flagged to our nutrition experts for QA? These can come from any number of contended data points, including mismatches between specific ingredients and dietary claims, nutrient quantities and health claims, as well as simple translation issues.

Total QA Issues  
Flagged



Where these issues come from:

Data Import  
Issues



Data  
Conflicts



TAGs<sup>®</sup>  
Conflicts



**Data Import Issues:** Checks on initial product information for potential errors

*Example: translations, nutrient quantities exceeding logical units (100g, 100ml)*

**Data Conflict:** The provided data points don't match

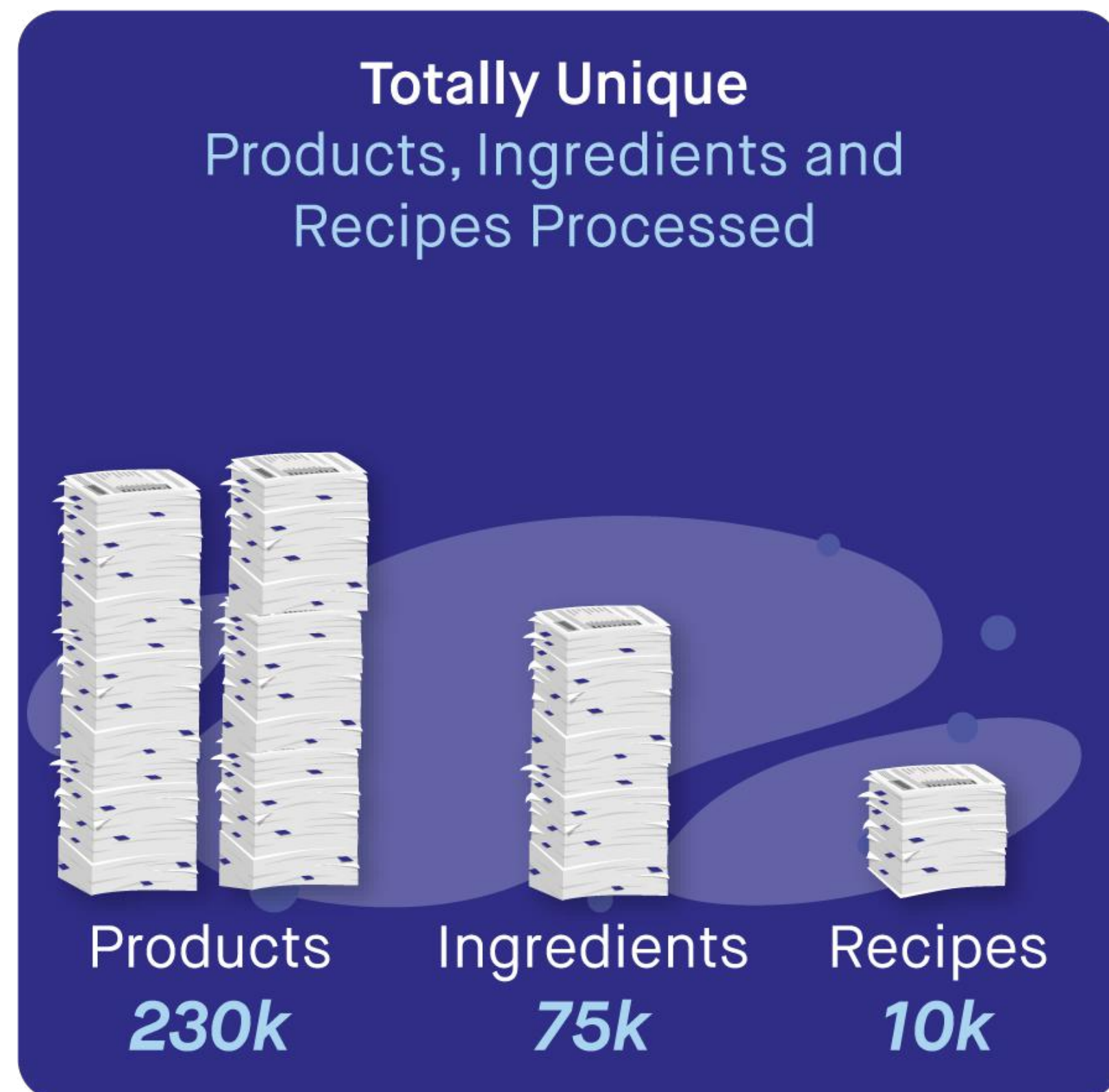
*Example: (Product Statement 1: "Not Suitable for Vegans") + (Product Statement 2: "Vegan")*

**TAGs<sup>®</sup> Conflict:** Mismatch between data provided and dietary TAGs<sup>®</sup>

*Example: (Product Statement: "Suitable for Halal") + (Product Ingredients: not suitable for halal).*

# The first step

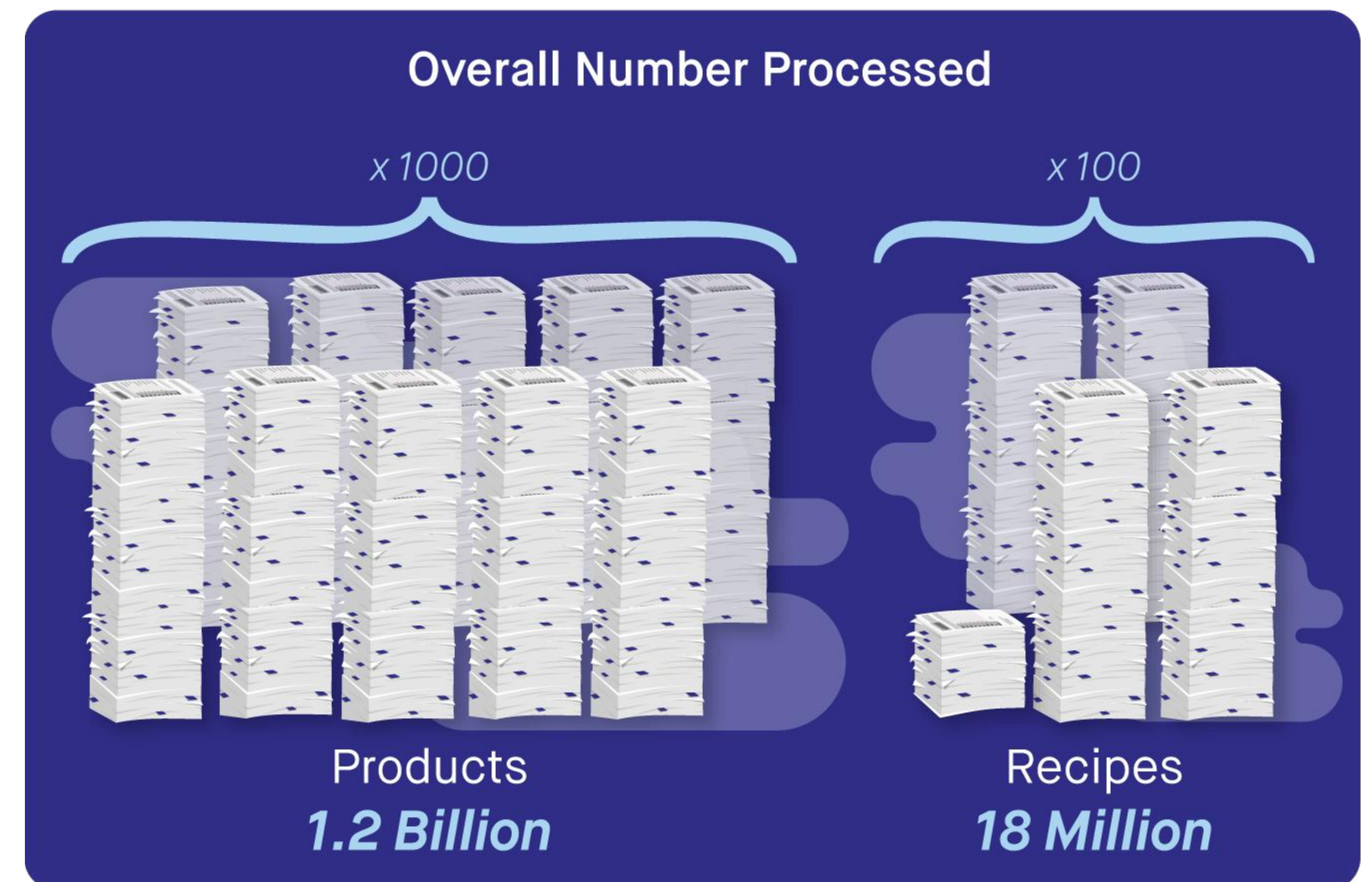
When it comes to nutrition data refinement, the very first time a unique Product, Ingredient or Recipe is processed, it is actually just the first step in an ongoing operation.



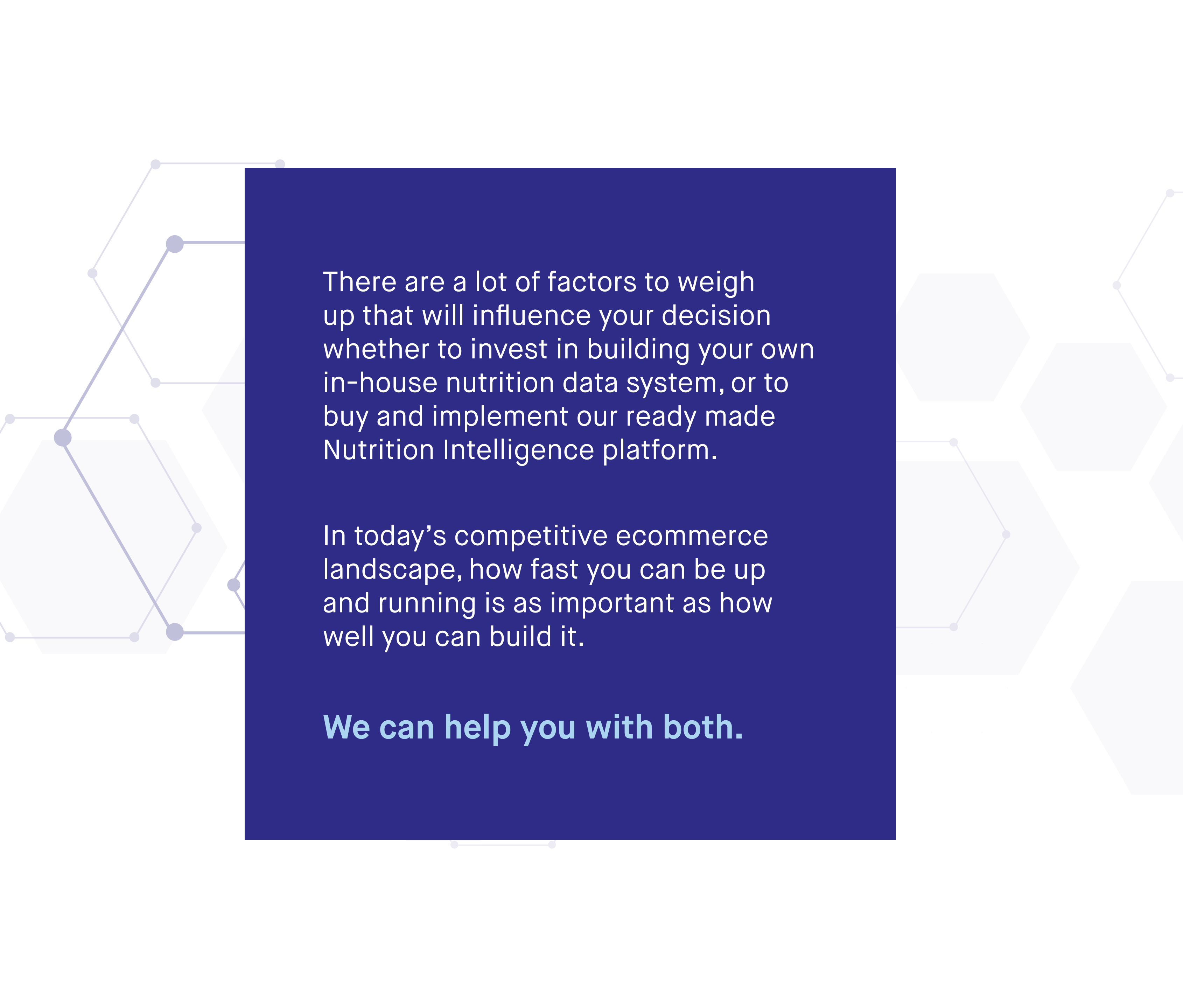
# The complete picture

Because products and recipes can change over time, they need to be **reprocessed** on a regular basis to ensure the data remains accurate.

**This significantly changes the actual size of the task.**







There are a lot of factors to weigh up that will influence your decision whether to invest in building your own in-house nutrition data system, or to buy and implement our ready made Nutrition Intelligence platform.

In today's competitive ecommerce landscape, how fast you can be up and running is as important as how well you can build it.

**We can help you with both.**

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**Spoon  
Guru<sup>®</sup>**

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Talk to us today about how Spoon Guru can save your retail business time and money while enhancing your shoppers' experience.