

Case Study: Taste Intelligence For CPG

The Taste Intelligence system screened the aroma compounds of the dominant ingredients of Nutella (hazelnut and cocoa) to find other ingredients that share similar compounds.

Unsurprisingly, bread has the highest similarity, with a 97% match. But interestingly, also high on the list was soy sauce, which is an 80% match. Nutella and soy sauce are certainly not an obvious pairing at first glance. So the Spoonshot team ran to the local grocery store and tasted various combinations of these two ingredients. As expected some liked it, others not so much.

The next step was to identify the opportunities from this discovery. We asked our 'food brain' to investigate and sure enough, there were hundreds of people posting online who had experimented with this combination, mostly in Southeast Asia by way of noodle recipes.

As you can see we've not only highlighted a new occasion (main meal in addition to snack) but also new market and cross promotion opportunities for this product. If Nutella wanted to increase penetration in under indexing markets, we can provide local taste insights and concepts to present the product in a way that drives consideration and trial.



"Your presentation was very inspiring and your approach was really appreciated by the team."
COO Leadership Team, Ferrero