

Insights from a data and BI company that reimagines and digitalizes the product development process

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Foodpairing AI



85%

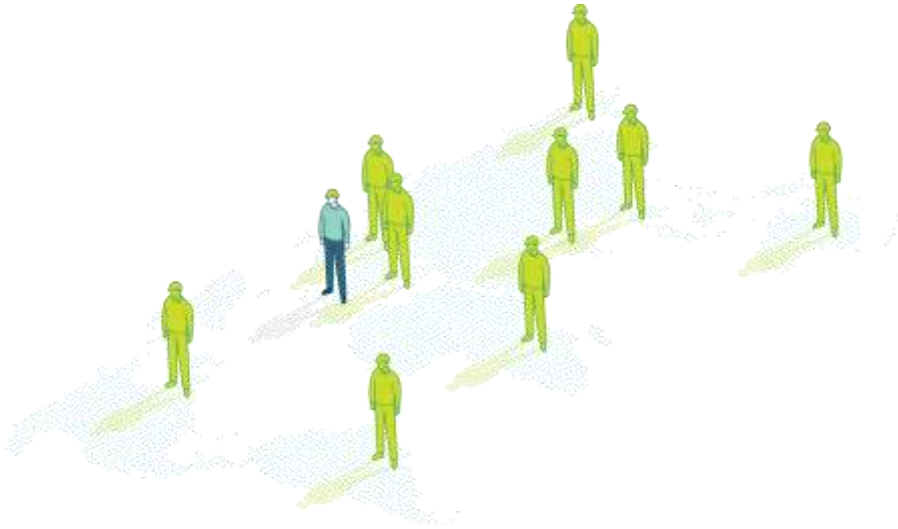
new products fail
within 12 months
(Nielsen IQ)

Product Innovation Should Be A **Science**... Not An Art

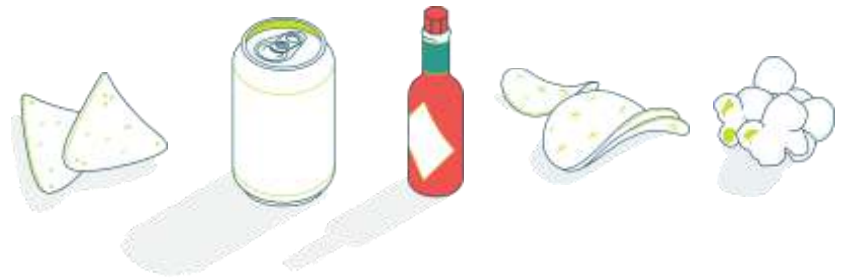


The solution seems easy...

Understand your **consumer**



Understand your **product**
(category)

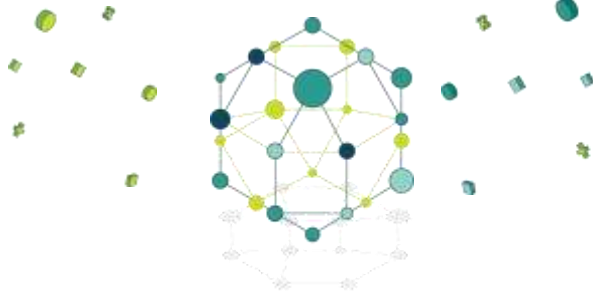


170.000

Digital Twin
of Consumer



- FlavorIDs
- Psychographic data
- Behavior
- Global coverage
- Recipes
- Social media
- Marketed products



Largest Food Knowledge Graph

21.000

Digitized products



- Analytical data (taste, aroma, trigeminal)
- Sensory
- Health Benefits
- Mood States
- Nutritional Data
- Pairings
- Trends, novelty, ...
- Cost, regulation, carbon ...

Liking & trial



Generate millions of concepts



▲ Enter new markets

- New Market Validation
- Product insights & Pairings
- Concept Validation

◆ Create winning products

- Flavor Forecasting
- Concept Generation
- Concept Validation
- Technical Formulation Brief
- White Space Analysis
- Competitor Mapping

● Optimize portfolio

- Portfolio Optimization
- Competitor Mapping
- Core Product Reformulation
- White Space Analysis

Case study: Aoste - chicken sausage





AI / LLMs are just the icing on the cake

Digital Twins

Knowledge graph

Sensory Data

Digitized Products