

SPOONSHOT HELPS JUICE MANUFACTURER COME UP WITH A SEASONAL FLAVOR

Riding on the trend

GOAL

An American brand that produces juices and smoothies wanted to come up with a new flavor, leveraging the seasonal trend of pumpkin spice.

SOLUTION

Spoonshot, our AI-powered platform mined through hundreds of data points, looking at similarities in aroma compounds of pumpkin spice with similar ingredients, and connecting data of various recipes and news sites. Our #foodbrain came up with the concoction of a 'Papaya Turmeric Pumpkin Spice Smoothie'. Why?

At the molecular level, pumpkin and papaya share about 75% of their aroma compounds, which suggests that they go well together. The same is true for pumpkin and turmeric. The fact that papaya, like many other tropical fruits, has gained popularity among consumers over the last few years makes this a sensible choice.

In the last 7-8 years, the interest in turmeric as an ingredient has almost doubled. Curcumin, the main active ingredient in turmeric has many proven anti-inflammatory benefits and because it comes from a natural source, the use of turmeric is only growing. This beverage makes a great choice for consumers who are health conscious but still want to enjoy the flavor of pumpkin spice.

RESULTS

A new flavor combination

Health factor introduced