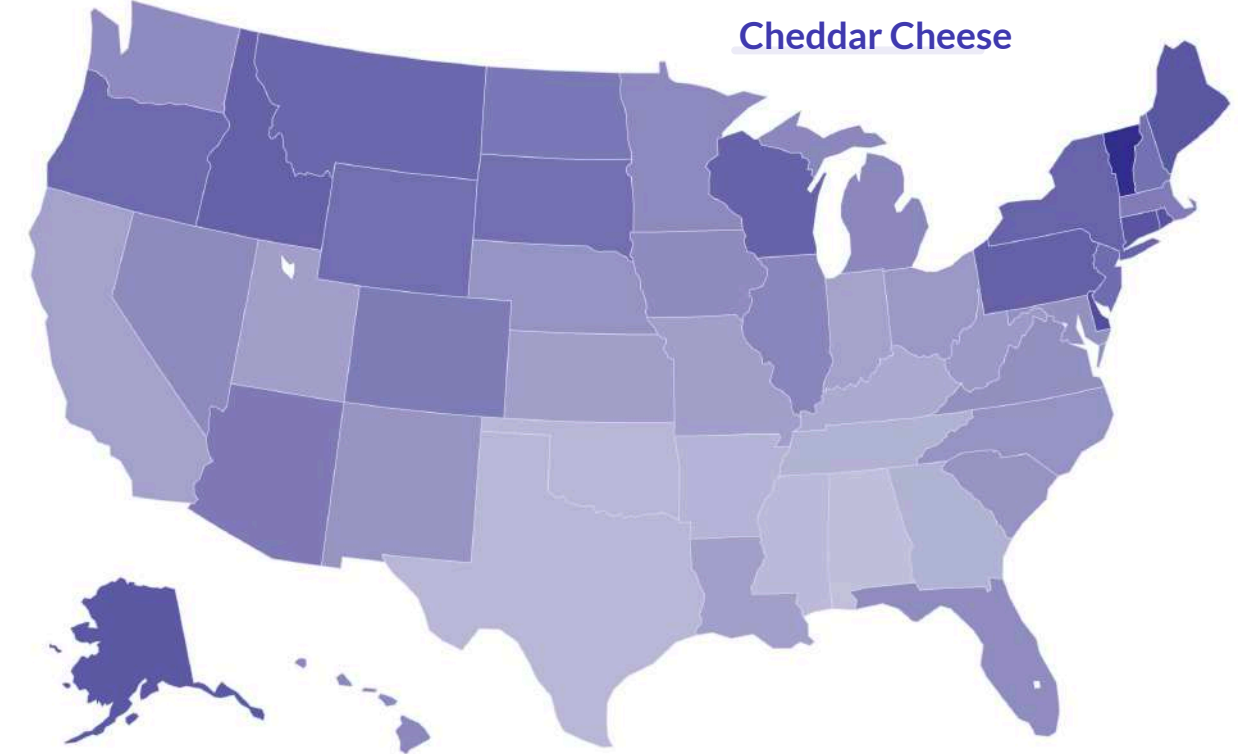
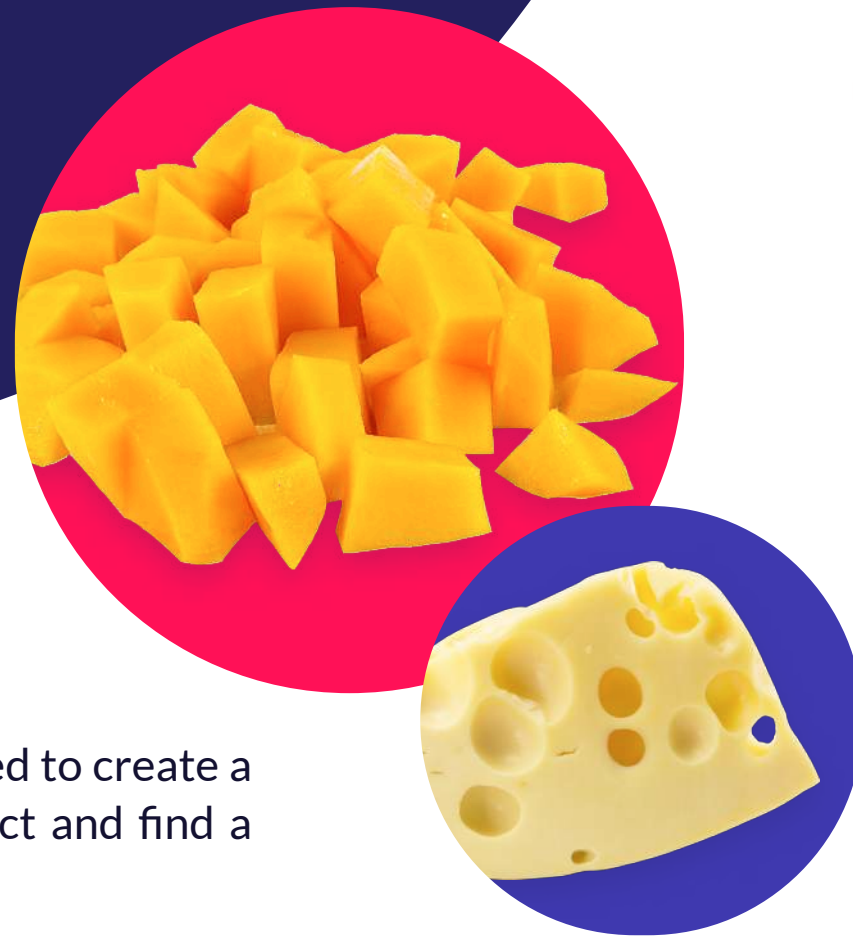


# SPOONSHOT PROVIDES A NEW FLAVOR COMBINATION AND OCCASION FOR CHEESE MANUFACTURER

*A cheese & mango ice-cream spread*



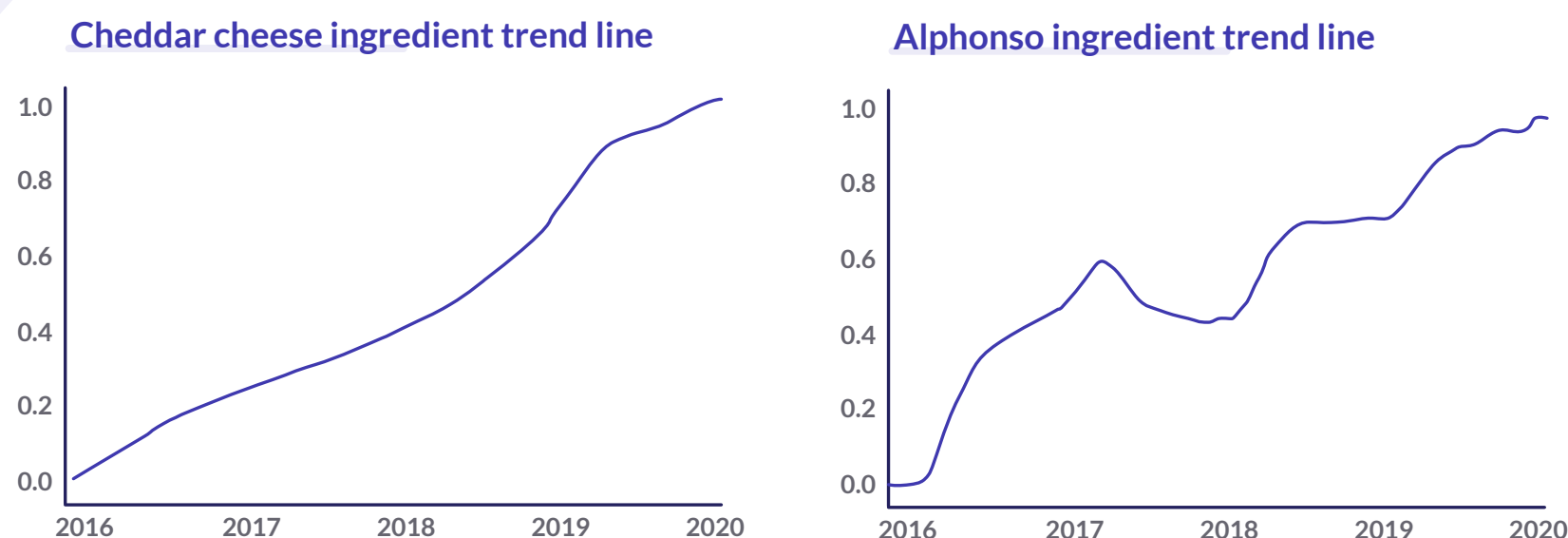
## GOAL

An American cheese manufacturer wanted to create a new form of their existing cheese product and find a new occasion for its adoption.

## SOLUTION

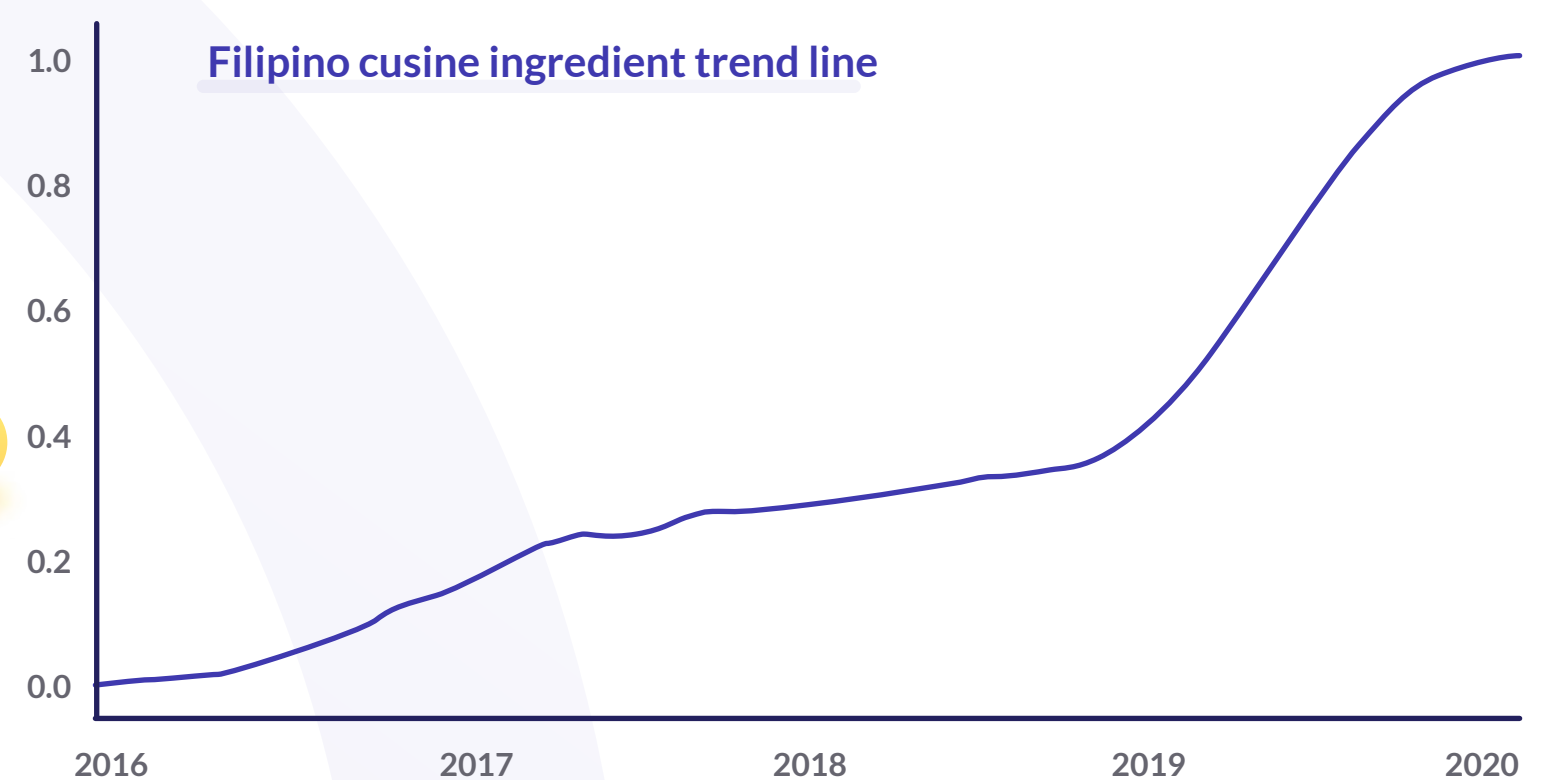
Spoonshot's AI-powered #foodbrain mined through millions of relevant data points, looking at trending flavors and combing through ingredients that share high flavor compatibility with specific types of cheese. When we connected the data from **92 recipes, blogs, social commerce, and news sites**, our #foodbrain came up with a unique pairing - Cheddar cheese and Alphonso mango.

Both Cheddar cheese and Alphonso mango have seen a rise in popularity since 2016.

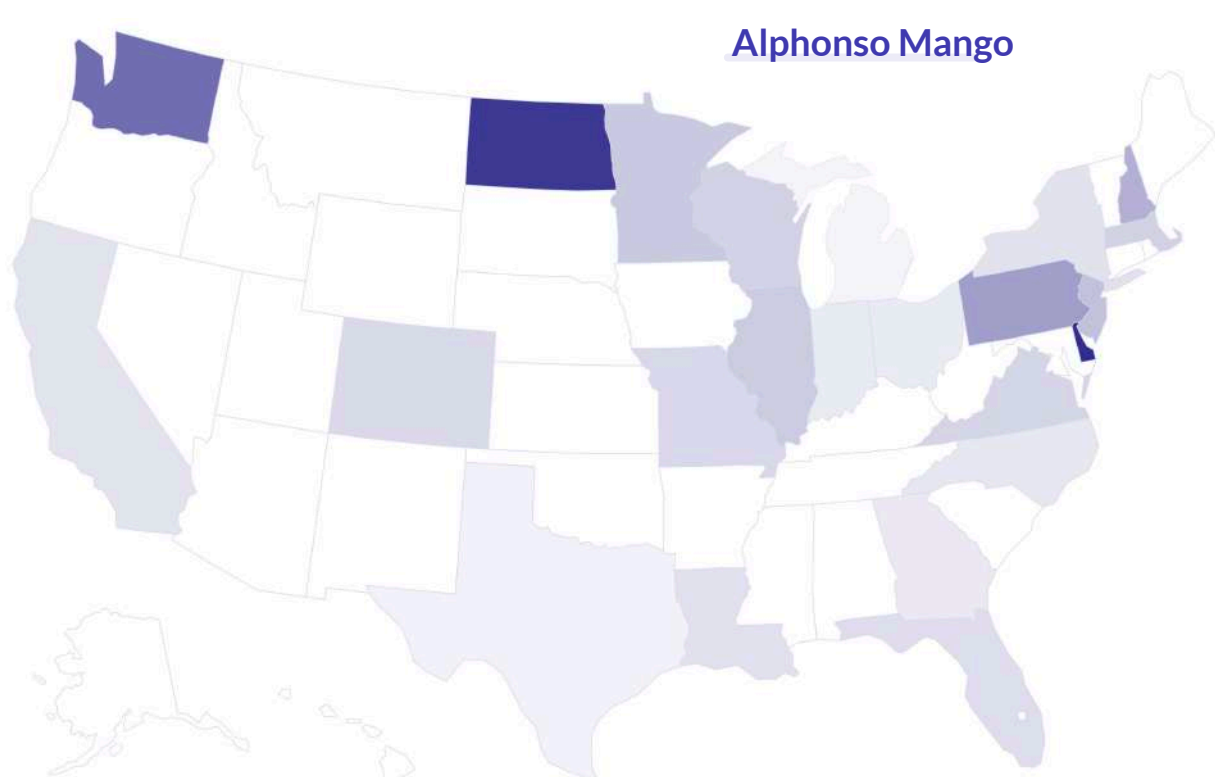


We found that Cheddar cheese and Alphonso mango have high flavor compatibility (**Alphonso mango shares 42% of its odor active aroma compounds with cheddar cheese**) and the combination of the two could be offered as a spread on bread or toast that could replace current popular spreads such as peanut butter either as a breakfast or lunch snack.

Our research experts also found that this combination is a classic Filipino tradition wherein bread is served with cheese Alphonso mango ice cream as the spread. The more neutral flavor of the bread helps in cutting down some of the saltiness of the ice cream. Filipino cuisines have seen over 7K consumer conversations and interest in the previous three months.



There had been **628 consumer conversations** about Alphonso mango in the previous three months, while there had been over **10K conversations** about Cheddar cheese from Jan 2020 till March 2020.



## RESULTS

- A new format of the product was introduced in the form of a spread-Cheddar Cheese Alphonso Mango ice cream spread, reducing the cost of a brand extension by **35%** when compared to the cost of research with traditional market research services.
- A new occasion of consumption was identified where the spread will appeal to kids as a breakfast or lunch snack option that could replace the commonly used peanut butter spread.
- The results were delivered within **4-5 weeks**, reducing the time taken for such projects from 8-10 weeks.