

# SPOONSHOT PROVIDES INSIGHTS ON NEW FLAVOR FOR CHOCOLATE MANUFACTURER

*Garlic and chocolate both have flavanols*



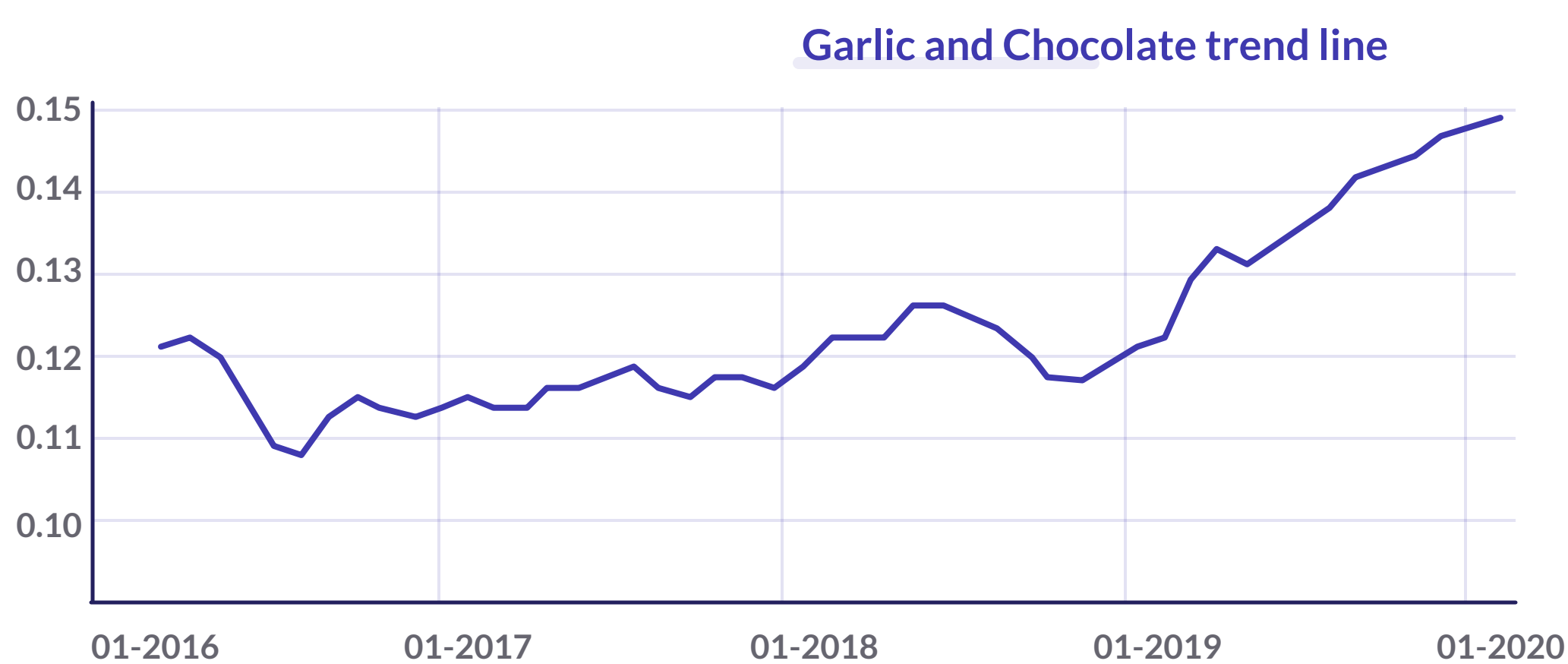
## GOAL

A US plant-based chocolate confectionery wanted to create a line extension of its popular candies with new flavors that had not been explored before.

## SOLUTION

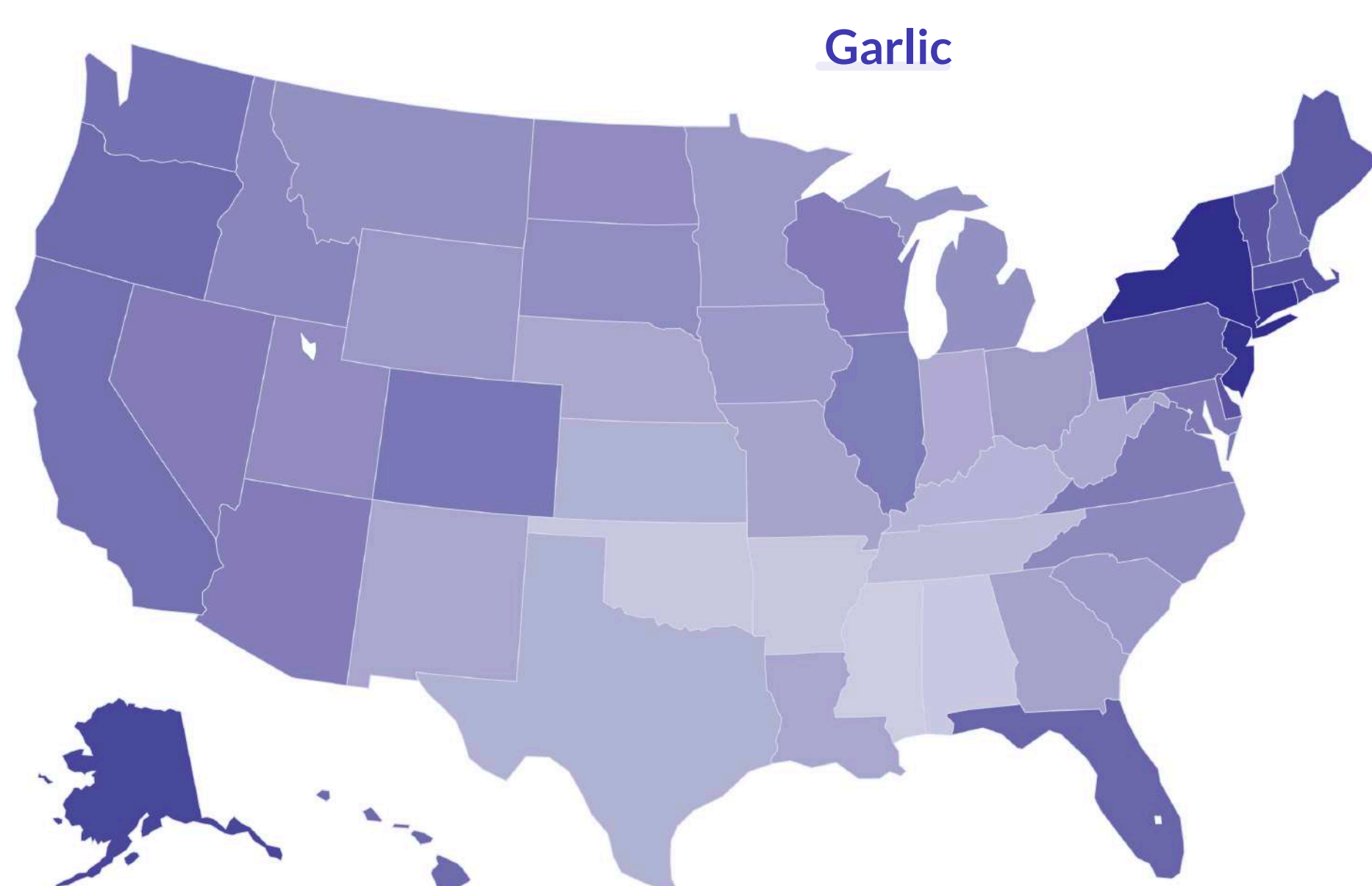
Spoonshot's AI-powered #foodbrain mined through millions of data points, looking at trending flavors and ingredients. When we combed through ingredients that share high flavor compatibility with chocolate and connected the data from **181 recipes and news sites**, our #foodbrain came up with a unique and tasty pairing for their candy - chocolate and garlic. There had been **697 consumer conversations** about this ingredient combination in the past three months.

Garlic and chocolate combination has been seeing a steady rise since the past four years:



Both garlic and chocolate boost the heart and gastric health, are high in flavanols and when combined together could create a surprisingly tasty candy. Garlic tends to combine well with things that are oily (olive oil), fat (cream, pine nuts) or acidic (lemon), and chocolate is oily and fatty (and sometimes acidic), so this combination would work.

Garlic appears in over 1M menus in restaurants in the US.



An example of chocolate combined with garlic is ObisOne's Organic Black Garlic and Dark Chocolate Bar:



## RESULTS

- Recommendation and validation of a new trending flavor combination using **22 data source types in a few hours** when compared to other conventional market research tools that typically validate ideas from one data type and would take weeks to design the survey, get results, and analyze.
- A candy with high nutritional health benefits