

SPOONSHOT PREDICTS A UNIQUE INGREDIENT PAIRING POSITIONED TO BE THE NEXT PLANT-BASED TURKEY

GOAL

A US foodservice brand that creates innovative turkey dishes was challenged to come up with a meat-free main dish for the Thanksgiving holiday.

SOLUTION

Spoonshot, our AI-powered platform mined through hundreds of data points, looking at similarities in aroma compounds and the texture of jackfruit with similar ingredients, and connecting the data of 268 recipes and news sites. Our #foodbrain came up with the unique pairing of “jackfruit and guacamole”

Why? From a texture perspective, the meaty qualities of jackfruit pair well with the creaminess of the avocado. In the last 2-3 years, the interest in jackfruit as a meat alternative has seen a significant rise. It is a low carb fruit - one cup of jackfruit has 20% less carbohydrate than a cup of rice and four times the fiber. The global avocado market is also projected to grow at a CAGR of 6.2% to reach a valuation of about US\$ 23Bn by the end of 2027. Avocados are a heart-healthy fruit and provide naturally good fats, are low in saturated fat, and have low levels of LDL (bad cholesterol). We're excited to see product developers use these two ingredients to create the next breakthrough plant-based meat innovations.

We foresee these two ingredients being used effectively in sausages, roulades, or loaf style products.

- Avo-Jack “Turkey” Chorizo- Style Sausage
- Jackfruit Rolls with avocado, orange, and cranberry
- Jackfruit “Turkey”- with avocado cornbread stuffing

Keto-Friendly Vegan Turkey

RESULTS

A new vegan turkey recipe

A keto-friendly option that is also a more sustainable menu choice when compared to turkey