

TASTEWISE USES AN ALGORITHM TO TRACK FOOD TRENDS

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18 : 02 : 2019 Food : Technology : Artificial Intelligence



Tel Aviv – Israeli start-up **Tastewise** is a new food intelligence platform that uses machine learning to identify emerging food trends.

The platform analyses billions of food and beverage consumer touchpoints, including food photos shared on social media, restaurant menus across the US and online recipes. Tastewise then uses this data to help restaurants and food brands pinpoint market opportunities, with a view to responding to food and drink trends more quickly. Using data in this way also means the company can capture insights with greater volume and depth than conventional market research.

'Today, many of us are adventurous eaters, constantly searching for new food experiences, while prioritising our health,' says Tastewise co-founder Alon Chen. 'In this new environment, all CPGs and restaurants, whatever their size, have to become as dynamic as food trucks and pop-ups.'

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