

# Chicory Launches New Brand Identity, Putting its Tech and Data Capabilities at the Forefront

*Rebrand Includes New Logo and Upgraded User Experience*

NEW YORK, NY, UNITED STATES, October 11, 2017 /EINPresswire.com/ -- [Chicory](#), the premier technology company that uses artificial intelligence to create digital grocery shopping experiences, today announced the launch of its new brand identity. The redesign leads with an emphasis on B2B solutions powered by its core AI engine, along with a new logo and redesigned user experience for its consumer-facing platform.



Announcing Chicory's new logo.

"As we transition from a strictly consumer tech focus to a more fully-fledged ecommerce and marketing platform, Chicory is now better positioned to serve our growing and diverse client base," said Yuni Sameshima, Chicory CEO and Co-Founder. "Ecommerce is quickly transforming the grocery experience, and we knew that we needed to transform with it. We're doing more to provide options for consumers, but also for publishers, brands and retailers who all are key constituents in the grocery space."

With this rebrand, Chicory is putting its tech and data at the forefront. Chicory's core tech is the AI engine "Dolores" which introduces advanced technology that intelligently matches digital recipe ingredients to purchasable products at grocery retailers. The technology implements the same subjective reasoning about food that humans make, resulting in nuanced and highly targeted advertising solutions for Chicory clients. With the success of its products thus far, Chicory will use its rebrand to catapult new ecommerce and adtech solutions for CPG brands and for companies wishing to target audiences who have shown purchase intent for recipes and grocery items.

Chicory's new logo visually exhibits the changed brand. Using a bold purple as its base, the lowercase "chicory" wordmark is a more minimal and modern treatment than the previous design. Chicory's new icon plays with the "c" of Chicory, turning it on its side, a playful hearkening to Chicory's mission to challenge the business-as-usual mentality in the grocery industry. The "c" also resembles a digital device's power button, highlighting Chicory's identity as an always on, always working company with tech at its core.

"Chicory's remarkable new identity is a product of focused research, strategy and execution. We believe it perfectly conveys the foundational brand values of a modern, technologically-focused company adept and capable of tackling the future of grocery," said Damian Makki of Sammich Shop, the designer and consultant behind Chicory's updated logo and brand identity.

With the announcement of the rebrand, Chicory has also redesigned its consumer-facing user experience which lives on millions of recipes across the web. By clicking on the company's

proprietary "Get Ingredients" button, consumers are able to get all of the recipe ingredients they need to make that recipe delivered right to their door. With this redesign users will find an improved user experience, particularly on mobile, with more innate and easy-to-use features.

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#### About Chicory:

Chicory is a technology company based in NYC that uses artificial intelligence to create digital grocery experiences. In 2014, Chicory launched its core product, the "Get Ingredients" button, which allows consumers to get to online recipe ingredients delivered from various grocers and retailers. Within two years, Chicory added over 1,000 recipe partners and became the largest shoppable recipe network in the country. They launched an advertising platform in 2016, leveraging their network to help food brands reach consumers who are in-market for grocery and CPG products. Today, Chicory reaches approximately 65 million unique monthly users and has partnered with companies like Peapod, Time, Inc. and General Mills International to lay the groundwork for the future of grocery. To learn more, please visit <https://chicory.co/>

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