

Easy-to-Use Spoon Guru Technology Now in US

The Spoon Guru App Provides the Most Accurate Shopping Experience for Specific Food Needs

LONDON, UNITED KINGDOM, March 28, 2018 /EINPresswire.com/ -- Sixty-four percent of the world's population now actively exclude foodstuffs from their diet. This means consumers are seeking the most trusted and accurate route to find food and recipes, and retailers are also trying to meet the growing consumer demand for a tailored shopping experience. Cue [Spoon Guru](#) – a UK based technology startup that champions consumer needs – which has just launched in the US with its free app and exclusive TAGSTM technology, providing a more bespoke approach to help consumers find food safely and easily.

Spoon Guru's award-winning, proprietary search technology takes the fuss out of finding the right food, by matching products and recipes to consumers' unique food preferences. It accurately and safely identifies products for each consumer with special food needs, and helps retailers redefine their product offerings, thereby increasing the availability of foods for customers.

Launched in 2015 in London, UK with the app launching in 2016, the Spoon Guru technology originated when CEO and Co-founder Markus Stripf's wife Jeany developed multiple food allergies and struggled to shop for foods she could eat, due to lack of transparent information about products that catered to people with allergies and specific dietary preferences.

The app
How it works: it is available to download

tailored recommendations



Spoon Guru app let's consumers find recipes for their dietary needs



Scan barcode **Search products** **Find recipes**



Download the free app



The Spoon Guru app lets consumers find foods right for their dietary needs

via iTunes and Google Play. To start, consumers create a profile in the Spoon Guru app by selecting from 120+ dietary tags—offering the broadest coverage of dietary profiles across the market—to establish what intolerances they have (gluten, eggs, nuts, sulphites etc.), and/or lifestyle diet categories they follow (vegan, low carb, low sugar, paleo, etc.). Spoon Guru addresses single and multiple user food requirements; a typical Spoon Guru user selects 3.3 food preferences on average.

Using a unique combination of AI, machine learning, nutritionist expertise and consumer insights, the savvy search engine delivers hundreds of thousands of food products relevant to the individual, along with 1000s of tailored recipes. Whatever the individual food requirements may be, Spoon Guru finds food for every body. When shopping, the app's powerful barcode scanner reads a product barcode to identify what the consumer can and cannot eat, making accurate grocery shopping enjoyable instead of a chore. The same search process has created tens of thousands of recipes.

In a recent study, Dr. Carina Venter (PhD, RD Assistant Professor, University of Colorado Denver School of Medicine) showed that 94% of app users stated that Spoon Guru makes finding the right food easier, and 89% said Spoon Guru improved their quality of life.

Stripf shares, "Inspired by my wife and so many others, the heart of Spoon Guru is understanding people's individual needs, and transforming the world of food is our mission. Struggling to find appropriate foods is unnecessary and no longer acceptable in this day and age, when we have the technological means to streamline the process and simplify people's lives. We are excited to now be in the US, one of the biggest and most important markets in the world and which is home to a very large and passionate population of people with special food needs."

ENDS

- Spoon Guru searches for recipes which fit profile and brings them back to the consumer allowing them to favourite and easily access the recipe again
- Spoon Guru will break down the macros and micro nutrients for each recipe, great for those in a fitness regime
- Spoon Guru scans barcodes whether at home or the supermarket and will alert consumers whether or not the product fits in with their profile and if not, recommends alternatives
- Spoon Guru allows consumers to easily shop for products which fit into their dietary needs and breaks down the ingredients for each

About Spoon Guru

Founded in 2015, Spoon Guru is a London-based technology startup which has developed a unique search engine to cater for individuals with multiple or complex search requirements, such as those with specific food needs.

Sixty four percent of the world's population now actively exclude foodstuffs from their diet and retailers are under pressure to meet the growing consumer demand for a shopping experience tailored to their food requirements.

powerful barcode scanner



The Spoon Guru app barcode scanner lets consumers scan barcodes on food products to make sure they fit within their dietary needs

Spoon Guru enables food businesses to refine their product offering based on individual consumer profiles, improving the shopping experience by increasing the choice of foods available whilst minimizing the effort to find them.

Spoon Guru does this by combining AI, machine learning and category expertise, enabling large and complex data sets to be easily searched and accurately filtered to deliver relevant choices.

<https://www.spoon.guru/usa>

Kenneth Hooper
Cherish PR
+44 (0)7812098092
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.