

# Ajinomatrix Licenses AI Meta-Recipe Patent & Neural Networks from Hebrew University's Digital Gastronomy Laboratory

*Ajinomatrix Licenses AI Meta-Recipe Patent & Neural Networks from Hebrew University's Revolutionary Digital Gastronomy Laboratory (Nov 18, 2022)*

REBECQ, WALLOON BRABANT, BELGIUM, November 18, 2022 /EINPresswire.com/ -- We are pleased to announce that Ajinomatrix will be combining its data integration approach for the [food](#) and beverage industry with Hebrew University's patent-pending [AI](#) technology for modeling the relationships between recipes and taste targets licensed under Yissum, Hebrew University's Tech Transfer Company. "Food and Beverage companies compete to develop products to serve the wide variety of sophisticated consumer preferences.

For years, consumers have needed products to serve their dietary restrictions due to health concerns. Diabetes, obesity, high-blood pressure, food allergies (eg. nuts and gluten), autoimmune disorders. Consumers have become more strategic with their purchase capabilities, including the growing concerns for environmental and human rights regulations, like deforestation, carbon emissions, freshwater depletion and exploitation of vulnerable communities around the world," said Professor Amit Zoran, Digital Gastronomy Laboratory, Hebrew University. "As companies adjust their brand implementation, the current geopolitical instabilities in Europe, Asia and Middle East further complicate efforts for procurement, manufacturing, quality assurance and new product development.

The instability of potential long-time suppliers and back-up suppliers, is no longer reliable, including new or relocated production facilities, that add another element of high-risk. The resulting inconsistencies threaten brand reputation if product recalls are required, along with the challenge of targeting well-known brand names to localize taste preferences. Alternative ingredients have to be rapidly evaluated, and longstanding recipes modified, to accommodate all these moving pieces of the puzzle," said Ajinomatrix, CEO, Francois Wayenberg.

"At Ajinomatrix ("Ajino," taste of, in Japanese), we developed a sophisticated data integration schema and now, combined with the Hebrew University's cutting-edge machine learning and [meta-recipe](#) heuristics, we can help our clients maintain the quality of their branded products in these complex times," adds Joel Lloyd Bellenson, Ajinomatrix co-founder.

Bellenson is renowned for having developed the first digital scent synthesizer, the iSmell, with

DigiScents. Previously, another company he co-founded in 1991, DoubleTwist, was the first to assemble and annotate the Human Genome; they also pioneered data integration and algorithm analytics for the biopharmaceutical industry.

Wayenberg rose to success as part of the founding management team of the world's first CyberTheatre, twice awarded with world leading cyberculture website Nirvanet by the UNESCO as "Best of the Web" and featuring an early VR space, precursor of the metaverse as early 1997, with Apple, Cisco, Barco and Digital Equipment. He then initiated the present project after meeting Bellenson when co-leading European Food Department at Mitsui and Co Benelux, one of the two world's largest and also oldest trading company in the world, with activities as early as 1620. He is currently industrial collaborator at the AI laboratory of the University of Brussels (ULB). Bellenson and Wayenberg have recently decided to unite force to co-found Ajinomatrix.org

#### About Yisum

Yisum is the technology transfer company of The Hebrew University of Jerusalem. Founded in 1964, it serves as a bridge between cutting-edge academic research and a global community of entrepreneurs, investors, and industry. Yisum's mission is to benefit society by converting extraordinary innovations and transformational technologies into commercial solutions that address our most urgent global challenges. Yisum has registered over 11,000 patents globally; licensed over 1,140 technologies and has spun out more than 200 companies. Yisum's business partners span the globe and include companies such as Boston Scientific, ICL, Intel, Johnson & Johnson, Merck, Novartis and many more. For further information please visit [www.yisum.co.il](http://www.yisum.co.il)

#### About Ajinomatrix

Ajinomatrix is a startup founded in Jerusalem (2018) then in Belgium (2020), digitizing the senses of taste and smell for the food industry and the flavour and fragrance industry. Currently about 20 collaborators contribute to its development around the world. With offices in Belgium, Jerusalem, Tokyo, Kampala, Uganda, Bremen, Germany, and Mexico, Ajinomatrix is a post-covid organization, changing how food and beverage and flavour and fragrance companies use their sensory data digitally. Aiming at larger benefits than just the mere economics, a foundation is under study to manage relations with the research community and an accelerator in order to reduce the technology gap in the state of the art of the digitisation of the senses of taste and smell.

Francois Wayenberg

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