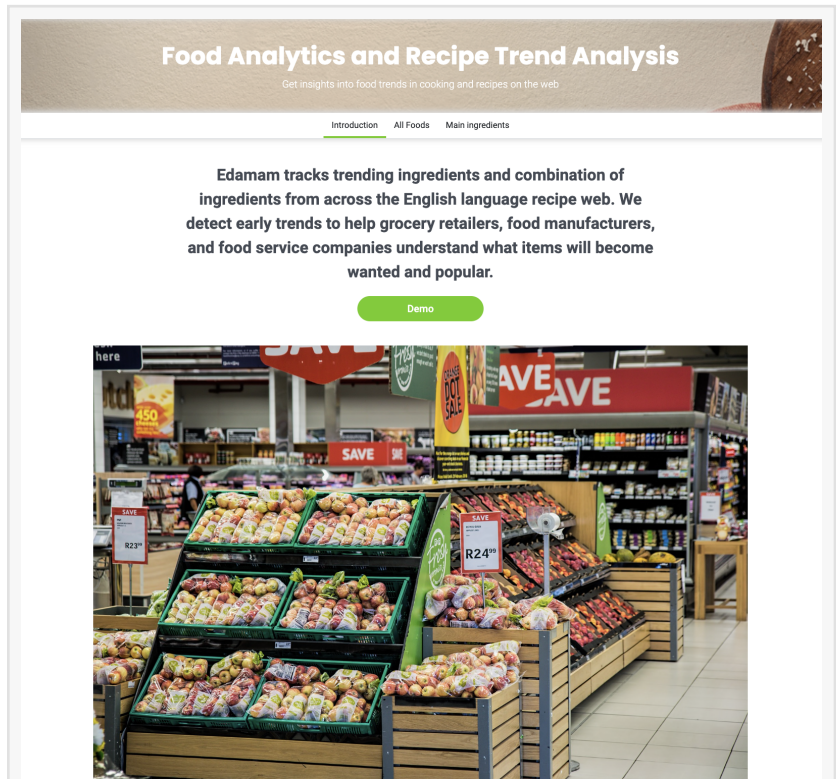


Edamam Launches a Food Analytics and Recipe Trends Analysis Product

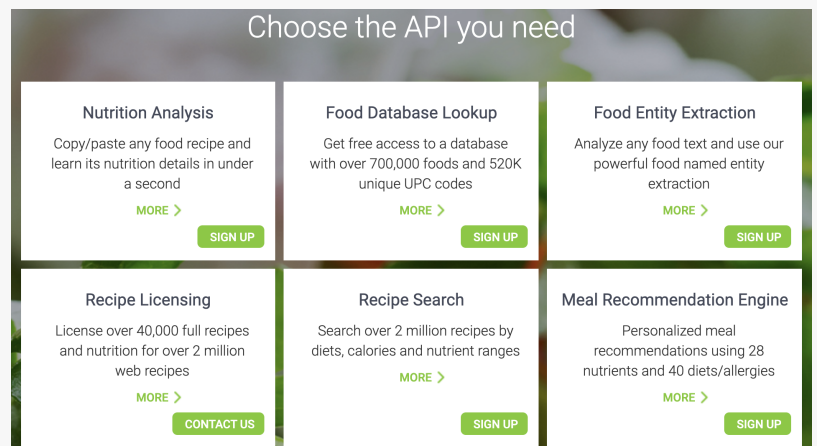
Edamam announced today a new product that tracks trending foods and foods combinations in the English language recipe web.

NEW YORK, NY, US, May 18, 2023 /EINPresswire.com/ -- [Edamam](#), a leading provider of food and nutrition data to health, wellness and food businesses, announced today the release of a new analytics product that tracks popular foods and food combinations across the English language recipe web. The [Food Analytics and Recipe Trends Analysis](#) product provides monthly data on foods or food combinations that are becoming popular among recipe creators. It offers an early glimpse into what cooks and shoppers will be looking for and helps grocery stores and ingredient manufacturers respond accordingly by changing product formulations, creating new packed food products, or opening shelf space for trending ingredients in stores.

The Food Analytics and Recipe Trends Analysis product tracks over 500,000 recipes that span more than 500 recipe creators, including top notch food media sites and a large number of food bloggers. Edamam parses the data of all recipes, normalizes it and creates aggregate analytics of all ingredients in



The Food Analytics and Recipe Trends Analysis product tracks over 500,000 recipes that span more than 500 recipe creators, including top notch food media sites and a large number of food bloggers.



The leading nutrition data API provider.

the recipes to derive a metric of any up and coming or downward trending foods and food combinations. Edamam uses its in-house created recipe crawling and scraping tools as well as its unique and proprietary natural language understanding technology to analyze the recipes from the 500+ sources and run the analysis to detect changes in the frequency of each individual food or food combinations.

“We created the food trends product for a major global CPG brand and saw that it will be invaluable to many other food manufacturers, as well as grocery chains and food service establishments,” commented Victor Penev, the Founder and CEO of Edamam.

In addition, Edamam uses its [nutrition analysis](#) capabilities to add full nutrition, diet, and allergen data to provide full nutrition data for the analyzed recipes. The product also offers recipe metadata and the ability to limit the trends analysis by ingredient type, nutrient needs, allergens and popular diets, as well as meal type and dish type. A company can, for example, look at trends only among vegetable that are not nightshades and are served lunch or dinner.

“The Food Trends product is an extension of our goal to provide actionable data to businesses and help them make better decisions in serving their customers,” added Victor Penev.

“

The Food Trends product is an extension of our goal to provide actionable data to businesses and help them make better decisions in serving their customers.”

Victor Penev

Edamam will offer a 20% discount to its standard pricing for the Food Analytics and Recipe Trends Analysis product to any customer that signs up before August 31st, 2023.

About Edamam

Edamam organizes the world's food knowledge and provides nutrition data services and value-added solutions

to health, wellness, and food businesses. Using a proprietary semantic technology platform, it delivers real-time nutrition analysis and diet recommendations via APIs. Edamam's technology helps customers answer their clients' perennial question: “What should I eat?”

Edamam's partners and clients include Nestle, Amazon, Microsoft, The Food Network, The New

The infographic is a vertical layout with a green and white color scheme. At the top is the Edamam logo with the tagline 'Food. Data. Health'. Below this is a green banner with the text 'WHAT WE DO' and a description of their services. The next section, 'OUR IMPACT', features three icons and their corresponding statistics: 'POWER NUTRITION' (Edamam powers nutrition for a number of large clients), 'FASTER & CHEAPER SOLUTION' (We save clients both time and money), and '40,000 BUSINESS SUBSCRIBERS' (Our APIs have over 40,000 subscribers). Below this is a row of partner logos: Nestle, Amazon, Barilla, Microsoft, and epicurious. The 'CHALLENGES WE SOLVE' section lists three points: 1. Demand for real-time, accurate nutrition data is growing; 2. Food, health and wellness businesses need scalable, fast and affordable ways to meet this demand; 3. Current solutions are either manual (slow and expensive) or scalable but incomplete and inaccurate. The 'HOW WE ARE UNIQUE' section lists two points: 1. We offer fast, reliable, always on data services at a fraction of the cost of existing nutrition data providers; 2. Our meal recommendation and nutrition analysis leverage the largest database of recipes and foods and proprietary search and natural language technology. The 'OUR PRODUCTS AND TECHNOLOGY' section lists three bullet points: Real-time nutrition analysis, using natural language processing; Database of 5 million recipes and 750K foods, nutritionally tagged and analyzed for all nutrients, diets, chronic conditions; and Diet recommendation engine, leveraging proprietary search algorithms. To the right of these bullet points are three smartphone screens displaying the Edamam app interface. At the bottom is the title 'Edamam Powers Nutrition Data Solutions for Food, Health and Wellness Businesses'.

EDAMAM
Food. Data. Health

WHAT WE DO
Edamam offers meal recommendation and nutrition analysis solutions to food, health and wellness companies. Clients either integrate with one of our APIs for real-time data service or license targeted datasets.

OUR IMPACT

- POWER NUTRITION**
Edamam powers nutrition for a number of large clients, including Nestle, Amazon and The Food Network.
- FASTER & CHEAPER SOLUTION**
We save clients both time and money by providing real-time data service at fraction of the cost of traditional solutions.
- 40,000 BUSINESS SUBSCRIBERS**
Our APIs have over 40,000 subscribers, building meal recommendation, food logging and nutrition data apps.

CHALLENGES WE SOLVE

- 1 Demand for real-time, accurate nutrition data and personalized meal recommendations is growing.
- 2 Food, health and wellness businesses need scalable, fast and affordable ways to meet this demand.
- 3 Current solutions are either manual (slow and expensive) or scalable but incomplete and inaccurate.

HOW WE ARE UNIQUE

- 1 We offer fast, reliable, always on data services at a fraction of the cost of existing nutrition data providers.
- 2 Our meal recommendation and nutrition analysis leverage the largest database of recipes and foods and proprietary search and natural language technology.

OUR PRODUCTS AND TECHNOLOGY

- Real-time nutrition analysis, using natural language processing
- Database of 5 million recipes and 750K foods, nutritionally tagged and analyzed for all nutrients, diets, chronic conditions
- Diet recommendation engine, leveraging proprietary search algorithms

Edamam Powers Nutrition Data Solutions for Food, Health and Wellness Businesses

York Times, Hearst, and Barilla. For more information, please visit www.edamam.com or developer.edamam.com.

Victor Penev

Edamam

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/634498423>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.