

FOODPAIRING® as an Innovation and Differentiation Strategy in the Food Industry and Gastronomy: An Integrated Approach

For Chefs

Foodpairing Method

Scientific and technological technique for creating ingredient combinations based on their common aromas [1]

"Ingredients that share aromatic compounds pair well together" [1]

Origin

In 2005, thanks to Bernard Lahousse and other chefs:



They share marine aromatic notes [1]

Evolution...



Figure 1. Combination obtained from Foodpairing [7]

Digital Platform

- 1 Chemical analysis of ingredients with GC-MS [11]
- 2 Digitization of the obtained information and database generation [11]
- 3 Application of algorithms and AI to suggest combinations [11]

For CPG Companies

Food Industry

Develop products based on:

- Consumer preferences [5,6]
- Market trends [6]

How

Through the analysis of consumer data and advanced technologies:

- ➔ Optimizes formulations [6,8,10]
- ➔ Accelerates development [5]

A success story [9]



Figure 2. Logos and products of the brands [12,14,15,16,17]

For Consumers

FLAVORiD®

Figure 3. FlavoriD logo [3]

- ➔ Generates a personalized flavor profile based on their preferences [2]
- ➔ Suggests ingredients according to their preferences [2,13]
- ➔ Evaluates the impact of their food choices on their health [2,13]



Figure 4. FlavoriD profile and health score [2]

Objectives

How Foodpairing contributes to the creation of innovative products in the food industry and improves the culinary experience in restaurants.

- Analyze the principles of the method.
- Explore the new features.
- Document real cases and collect interviews.

Conclusions

Fosters culinary creativity and optimizes innovation processes.

FOODPAIRING® For Chefs

Figure 5. Foodpairing logo [4]

- Provides a scientific basis for combining ingredients.
- The chef's human touch is crucial for achieving balance.

FOODPAIRING® For CPG Companies

- Optimizes formulations and reduces risks.
- Creates products aligned with consumer preferences and increases the probabilities of success.

It can be revolutionary if:



● The professional's expertise is still crucial.

Advanced technologies and FLAVORiD®

References



UAB

Universitat Autònoma de Barcelona