

Fast, impactful sustainability action with Tastewise

Join us monthly on this page to see how our cutting-edge Generative AI consumer data platform drives seamless sustainability implementation to shape the future of F&B with Tastewise.

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Become more sustainable faster with Tastewise

Smart ingredient sourcing

- [Global View](#): Pinpoints sustainable sourcing opportunities globally.
- [NPD](#): Streamlines development of sustainable ingredient solutions.
- [Packaging Claims](#): Enhances product integrity through effective sustainable sourcing claims.



Food waste reduction

- [Macro Vision](#): Massively reduce waste with AI-driven forecasts.
- [Custom Dashboards](#): Accurately target initiatives to limit waste.
- [Content Agency](#): Scale consumer education for effective waste reduction messaging.



Streamlined supply chains

- [Consumption Moments](#): Tailors insights for informed supply chain decisions.
- [Trend Spotlight](#): Customizes trend analysis for sustainable sourcing strategies.
- [API](#): Integrates data for seamless supply chain transparency.

Sharp insights for green products

- [Macro Vision](#): Massively reduce waste with AI-driven forecasts.
- [Custom Dashboards](#): Accurately target initiatives to limit waste.
- [Content Agency](#): Scale consumer education for effective waste reduction messaging.



[Get started](#)

Top sustainability food trends based on Tastewise Food Intelligence™

Local Produce

YoY Growth: **13.20%**
YoY Social Share: **6.04%**

How it helps:

- Lower transportation emissions.
- Greater crop diversity

[Read more](#)

Natural

YoY Growth: **3.25%**
YoY Social Share: **6.89%**

How it helps:

- Fewer synthetic inputs
- Reduced carbon footprint.

[Read more](#)

Biodynamic

YoY Growth: **22.34%**
YoY Social Share: **0.65%**

How it helps:

- Greater biodiversity
- Self-sufficient farming

[Read more](#)

Soil Health

YoY Growth: **23.11%**
YoY Social Share: **0.44%**

How it helps:

- Improved product quality
- Stable supply chains

[Read more](#)

Ethical

YoY Growth: **12.09%**
YoY Social Share: **3.41%**

How it helps:

- Promotes fair labor practices and workers' rights.
- Reduces environmental impact and supports biodiversity.
- Builds consumer trust and brand reputation.

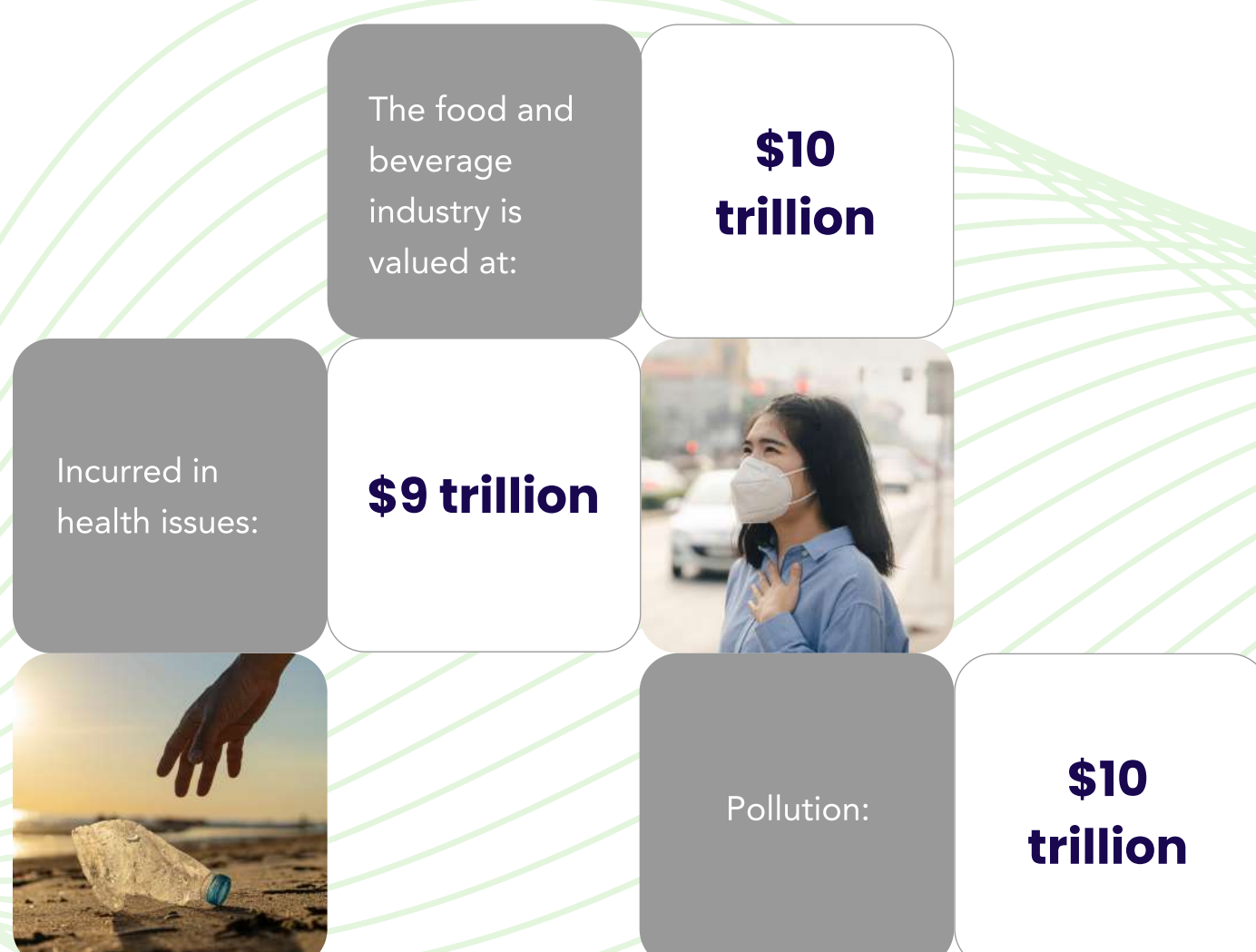
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Growth and social share data is based on Tastewise data

Tastewise: Driving sustainability in the food & beverage industry

Artificial intelligence holds the key to transforming the food industry, promoting sustainable practices from initial product design to final packaging. AI-powered insights enable CPGs to make better decisions for resource optimization, waste reduction, and eco-conscious choices throughout the entire process.

The cost of oversight



A sustainable future with Tastewise



What do we need to change?

Food waste What can we do? —

- USA wastes 60M tons of food annually - that's 40% of the US food market.
- Food is the top component in US landfills (22% of solid waste).
- Food waste in America valued at \$218B.
- Unsold products expiring in storage drive food waste.

What can we do?

- Product life cycle analysis
- Adapt to consumer desire for sustainability
- Partner with tech companies
- Local sourcing and farming innovation

[Read more](#)

Supply chain issues What can we do? +

Consumer behavior +

Resource depletion +

Health issues +

Leverage Tastewise to achieve your sustainability goals

The industry must adapt, and sustainability is key. At Tastewise, we're revolutionizing how data shapes decisions in food. Our end-to-end Generative AI consumer data platform puts people first, fostering a resilient industry with ethical data practices.

Join us in shaping the future of food and beverage

[Read more](#)

