Coffee Labs, a digital creative agency, was approached by the second largest grocery retailer in the U.S. to help them reimagine how they can connect with customers. They wanted to come up with a unique way to push the boundaries of leveraging technology to improve how customer interact with their brand. They needed to increase their social media engagement and website traffic; while continuing to support their social mission of reducing food waste.

### Challenge
Coffee Labs developed an innovative, Twitter-based conversational app to help the retailer leverage a new way for their customers to interact with their brand. The app was designed to provide mealtime inspiration and personalized menu recommendations based on the food already in a consumer’s fridge. The app, Chefbot, is hosted on Twitter and works by analyzing photographs of over 2,000 ingredients and suggests recipes from Kroger’s library of 20,000 for users to create meals based upon ingredients that they have on hand.

### Solution
Coffee Labs turned to Clarifai for their AI technology. Clarifai’s pre-trained food model was the foundation for the app. It recognizes over 2,000 food items in images down to the ingredient level. The model was trained and built using Clarifai’s computer vision and deep learning AI lifecycle platform. The platform’s visual search functionality finds food items in images that shoppers sent through the Twitter app. Clarifai’s predict technology is used to compare and find similar food images in the retailer’s recipe catalog.

### Results
Coffee Labs creative ingenuity combined with Clarifai’s AI technology helped the retailer not only increase their social media engagement, Twitter followers and website traffic; but also helped them continue to support their social mission of reducing food waste.

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<thead>
<tr>
<th>~200</th>
<th>25%</th>
<th>5000+</th>
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<tbody>
<tr>
<td>Initial Tweets per week</td>
<td>Increase in website visitors</td>
<td>Increase in Twitter followers</td>
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Contact us to schedule a demo.
We can help you advance your AI projects. [Learn more.](#)