

EDLONG DELIVERS CHEESE FLAVORS PREFERRED OVER THE TASTE OF REAL CHEESE

THE CHALLENGE

Accelerate the developmental timeline in delivering dairy-based solutions for cheese sauces, dressings, and dips, producing several flavors scientifically shown to be preferred by consumers over the taste of real cheese.



THE PROCESS

Leveraging the efficiency and accuracy of consumer preference-predictive AI technology, Edlong tested its cheese flavors versus a variety of leading cheese products - including real cheese.

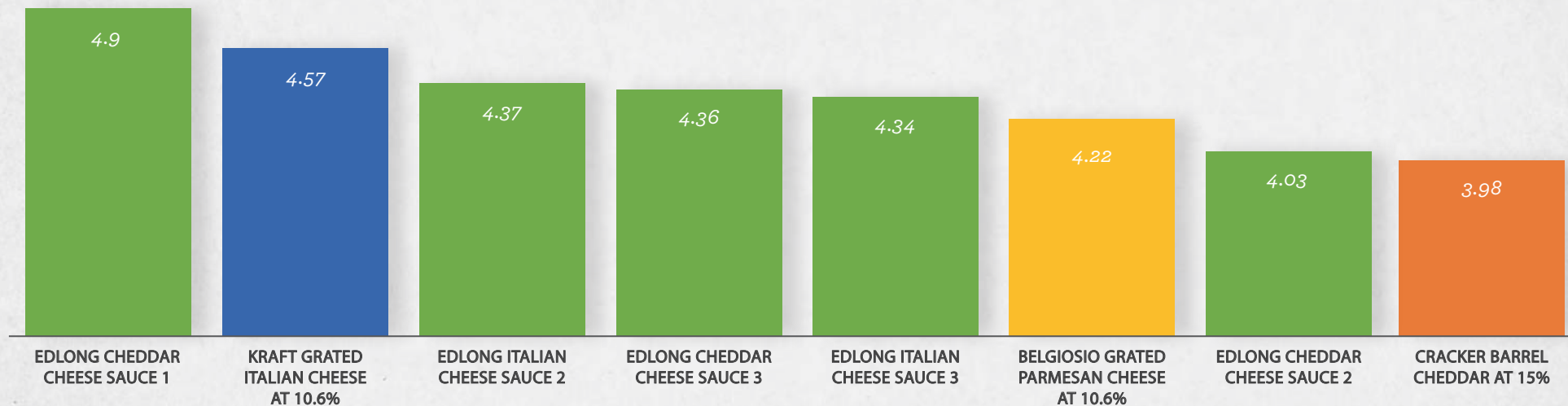


THE RESULTS

Summary data reveals that both the Edlong Cheddar **and** Italian cheese flavors are scientifically predicted to be preferred by consumers over several real cheese benchmarks.

PREDICTED PREFERENCE RANKING

PQ Score of 4 or higher is considered competitive in the F&B Industry



THE BOTTOM LINE

Leveraging AI technology, Edlong is able to reduce your developmental timeline to deliver authentic cheese flavors, with several profiles predicted to be preferred over the taste of real cheese - creating opportunities to upgrade your cheese product's flavor, label, and cost-in-use efficiency.

