

SHOQIA

VENTURES

— we grow start-ups enabling
sustainable, healthy & tasty nutrition



founders



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why did we start SIIQOIA Group?

Climate change

Environmental challenge

Obesity & Diabetes

Health challenge



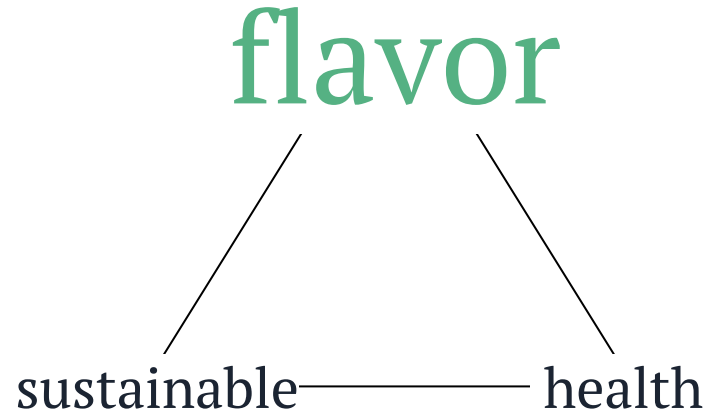
diet

Consequence : **a need to eat different**



the challenge

Change habits



Flavor is the **entry-point** and **a key** criteria to **convince consumers to shift habits** and repeatable eat new foods that are more sustainable and healthier.



the approaches

plant-based food

Data science
& classic breeding

personalized food recommendations

A.I.
Machine Learning

on-demand food Creation

Robotics
IoT

SIIQOIA ventures bvba

we grow start-ups that enable sustainable, healthy and *tasteful* nutrition

A food tech group with 'flavor' know-how at the core.



SIIQOIA bvba

R&D on flavor
technology



SYMPLI good food bvba

**Plant-based foods
with sympli good
flavors**

Data science & breeding



Foodpairing nv

**Personal food
recommendations
for e-grocery, smart
kitchen & mHealth**

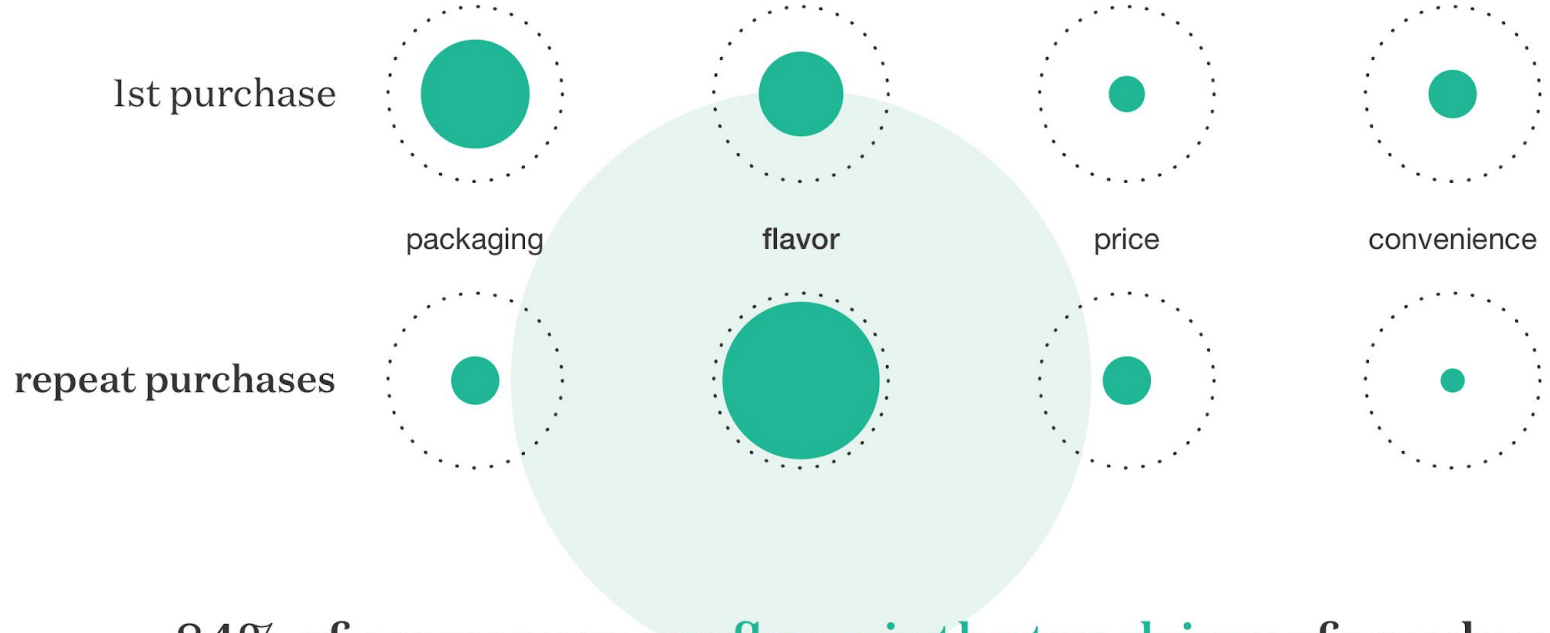
Data science & machine
learning



TAILOR made drinks bvba

**Robotics for
instant creation of
personalized drinks**

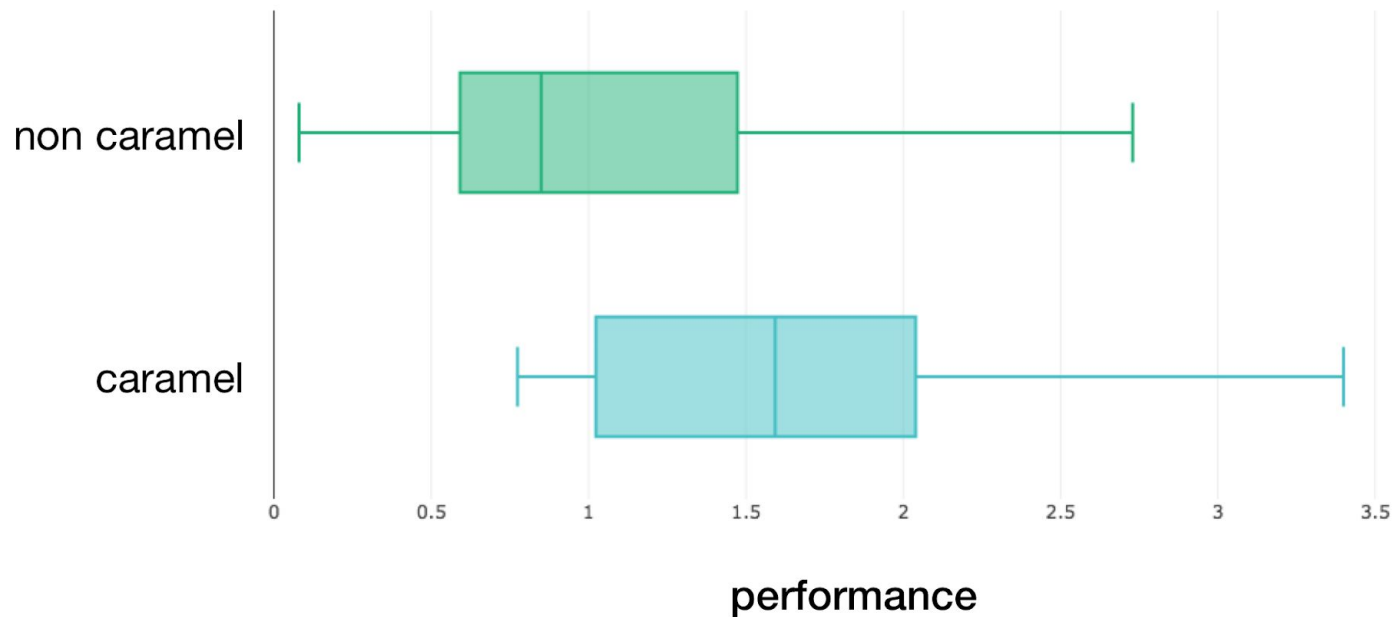
IoT, Robotica & algorithms



—84% of consumers say **flavor is the top driver** of purchases

*according to various research reports, for the extensive list : go.foodpairing.com/purchases-flavor

flavor is king
caramel is king kong $p \leq 0.03$



—use of big data to identify flavor preferences



Scientific data



**Digital consumer
behaviour data**



**Retail & sales
data**



Sensory data

Consumer Flavor Intelligence Output



coffee

+

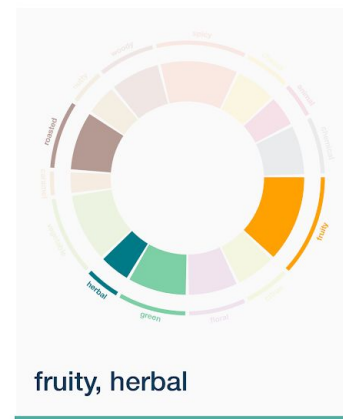
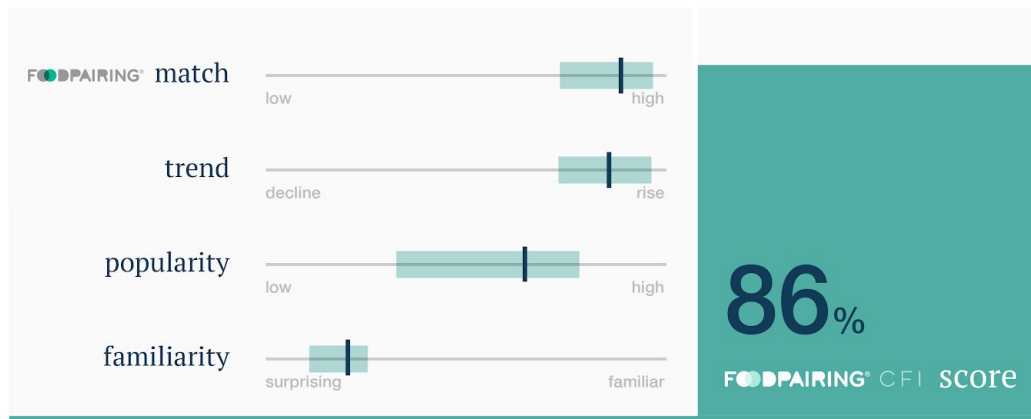


coconut milk

+



lemon balm



the right flavor drives repurchase

which flavor? right for whom?



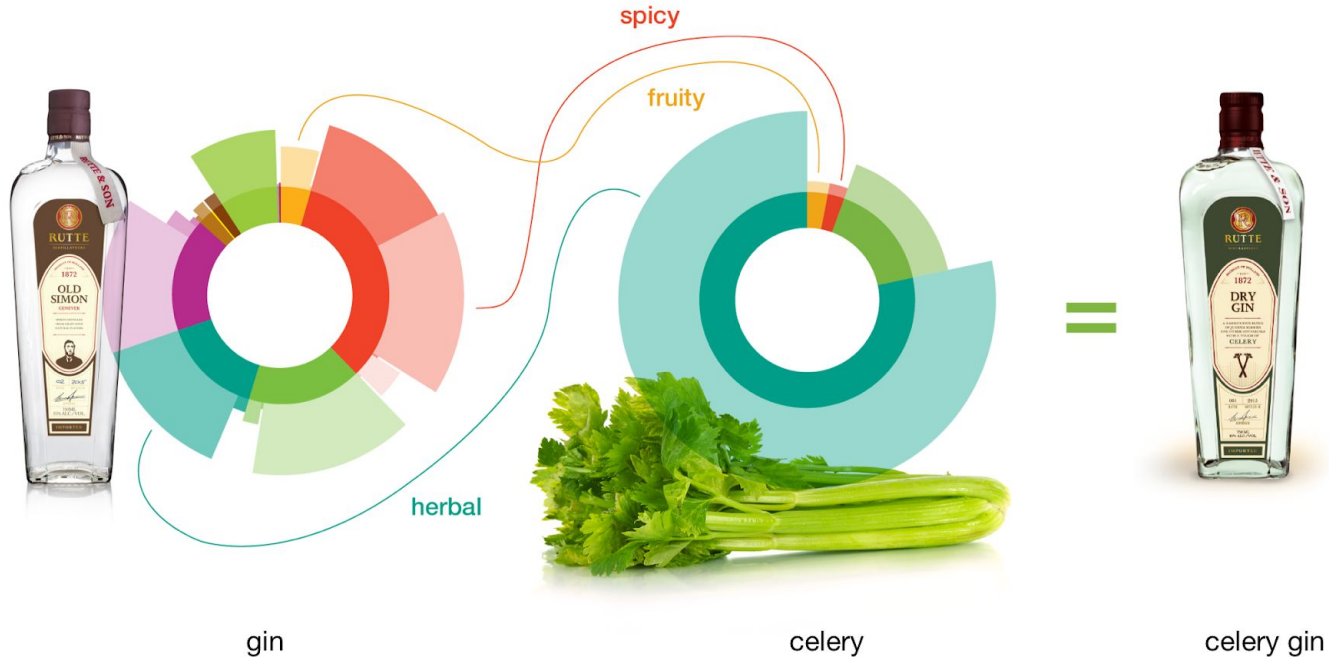
success
in Japan !

...in Europe?

...in South America?

factor 1 – **flavor itself**

ingredients match when they share key aromas



factor 1 – **flavor itself**

chocolate & shoyu shared key aromas:
caramel, nutty, roasted, balsamic, floral

best pairings
white chocolate

...
236 creme de vanille
239 hazelnut (roasted)
250 soy sauce kikuchi
...

best pairings
dark chocolate

...
67
68 soy sauce
...

factor 2 – associativity

in a context, flavors that appear together more frequently than isolated

+
high



yoghurt & berries



chocolate & almonds



tomato & basil & mozzarella
(caprese)

-
low



chocolate & caviar



oyster & passion fruit



strawberry & parmesan

factor 2 – associativity

+
high

in context of **milk chocolate**

99%	Cream	40%	Hazelnut
86%	Peanut butter	33%	Pecan
75%	Marshmallow	28%	Caramel
42%	Coffee		

-
low

6.81E-05	Mayonnaise	1.68E-04	Tahini
2.22E-04	Kumquat	1.65E-04	Kale
2.07E-04	Vinegar	1.27E-04	Cumin
1.97E-04	Potato		

factor 2 – associativity

association **sweet & savory** is high is Asia



teriyaki sauce



mitarashi dango



moon cake + egg yolk

factor 2 – associativity

desserts with soy sauce were already explored by chefs in Japan

chocolate-flavor soy sauce
for desserts



soy sauce gelato with soy sauce wafers
©kamebishi Co, Ltd. (Lamaison kamebishi)



soy sauce sponge cake roll

factor 3 – **popularity**
how familiar is an ingredient

+
high



-
low



physalis



baru seeds



lotus seeds



tucumã

factor 3 – popularity

shoyu has high popularity in Japan



factor 4 – trend





what flavor will you launch next ?

get our whitepaper on “flavor & product performance” at
go.foodpairing.com/food-inno-18

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variety in flavor is king
the right flavor is king kong

—to get and stay on top you need to be smart with data