

Reimagine Food Launches Cognitive Discovery Tool on IBM Cloud

MADRID, Spain, April 12, 2017 /[PRNewswire](#)/ -- IBM (NYSE: [IBM](#)) announced today that [Reimagine Food](#), an international hub devoted to boosting food innovation, has chosen [IBM Cloud](#) on which to develop and operate a new discovery tool for the food industry.

SmartFoodS (www.smartfoods.eu), is a powerful discovery engine that helps member food producers, retailers, chefs, and food services companies discover information about new trends, industry news, academic investigations, startups, and new products, all related to innovation in food & tech.

The Barcelona-based Reimagine Food developed the discovery tool using the [Watson Natural Language Understanding](#) API on IBM Bluemix, which provides language detection, keyword extraction and sentiment analysis capabilities. As a result, the tool can process natural language queries that are then combined with the [IBM Retrieve and Rank](#) service, the Apache Solr search server, and sophisticated algorithms to provide users with relevant recovery results.

"We have tried to bring innovation closer to the food sector and, to do so, we have monitored over 40,000 information sources" says Francesc Saldaña, Corporate Services Manager at Reimagine Food. "By building this discovery tool on the IBM Cloud, we have the ability to easily expand as the tool consumes more and more data, and as more and more people use it."

"Reimagine Food is using our cognitive and cloud services to innovate and improve food production, management and understanding and to help its clients reimagine the gastronomic world," said Angel Moreu, Cloud Manager, IBM Spain, Portugal, Israel and Greece.

Founded in 2014, Reimagine Food is committed to the promotion of innovation in the food industry for the constant improvement of the global food system. Through different areas, it collaborates with institutions, startups, investors, food companies, universities and technological centers to anticipate the future of food.

The company was started by Marius Robles – defined as one of the 15 most disruptive entrepreneurs in Spain in 2015 by MIT Review – and Joaquín Serra, ambassador of Singularity University in Spain. Reimagine Food collaborates with Stanford University, ESADE, Telefónica, Carrefour, GB Foods, Metro Group, Barilla and Nestlé, among others, in the development of international projects.

About IBM

For more about IBM Cloud, visit www.ibm.cloud-computing.

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