# Analytical Flavor Systems to introduce artificial intelligence for predictive manufacturing across the food and beverage industry

**AB InBev and Techstars Connection lead investments into a new quality & process control software that predicts flaws and adjusts manufacturing processes in real time, allowing producers to hit target flavor profiles in each batch.**

NEW YORK, NY— Over the last decade, the rise of craft brands has changed food and beverage preferences across the world. Producers of consumer packaged goods (CPG) such as beer, coffee, chocolate, spirlts, and wine have encountered a new kind of consumer demand for consistently high-quality products that deliver unique and interesting flavor profiles. Traditional manufacturing processes, lacking prediction, have made it challenging to consistently deliver on this demand.

To address this challenge, Analytical Flavor Systems has created Gastrograph, the world's first artificial intelligence and machine learning process control solution for the food and beverage industry.

"Food and beverage CPGs produce inconsistent products largely because they don't have as much control over the process as they'd like," said Jason Cohen, Founder and CEO of Analytical Flavor Systems,
"This is particularly evident in producers' inability to manage the effects of raw ingredient deviations and degradation, as well as flaws that occur throughout the manufacturing process that adversely affect the product's flavor-profile. This lack of control can significantly
hurt the brand and product sales because consumers demand a consistent experience every time they buy that product."

Analytical Flavor Systems has active clients in the beer, coffee, and soon chocolate industries, with sights set on wine, spirits, soda, and Asian alcohol. Their clients are the cutting edge companies looking to make the highest quality products, like St. Ali in Australia and Sudden Coffee, a maker of super high-end instant coffee.

"Specialty coffee is only 50 years young and we're still in the dark ages. Our cupping forms, roast curves, and refractometers are mere proxies for flavour quality. Gastrograph looks to be the very first tool to quantify flavour in a relevant and useful way from bean-to-cup, which is tremendously exciting." – Matt Perger, Barista Champion, Coffee Roaster, and co-owner of St. Ali Coffee.

Gastrograph uses modern techniques that have recently become available, like machine learning and artificial intelligence. This new technology provides predictions for flavor profile formation and optimization, allowing early detection and correction of batch-to-batch deviations, flaws, taints and contaminations at any stage of the production process, from raw ingredients to the finished product.

The intelligent software learns to control the manufacturing process, updating times, temperature, and ingredient additions automatically – ensuring the finished product hits the target flavor profile every time.

AB InBev is the world's largest beer producer and a leading innovator in flavor science and quality control. AB InBev's investment into Analytical Flavor Systems, for an undisclosed amount, will ensure Analytical Flavor Systems has the resources to optimize the flavor and process across their expansive portfolio.

"We watched small and large producers alike struggle to work with existing process control solutions from SAP and Microsoft Dynamics," Cohen added.

"We realized that no one had ever built a MRP (Material Requirement Planning) or LIMS (Laboratory Information Management Systems) to address the challenge that the food and beverage industry faces. As a result, no one had ever taken the massive amounts of data that are entered and stored in these systems to determine how to make their production more efficient in order to allow for greater consistency and higher quality while creating optimized flavor profiles that meet consumer demand. We're really excited to be the first to introduce this technology to the industry. AB InBev is forward-thinking, and helping the entire industry through this investment."

Techstars Connection is a prestigious early stage investment firm and accelerator for quickly growing technology companies. Techstars based their investment on the success of the Gastrograph Systems in craft breweries, coffee roasteries, and the interest of much larger enterprise food and beverage companies.

"Analytical Flavor Systems is working at an incredible intersection between the art and science
of flavor and the rigor and analysis of quality data. Their tech and the team they've assembled is
second to none, and I'm excited to work with them to bring that to the widest possible market."
–Eamonn Carey – Managing Director, Techstars Connection

## About Analytical Flavor Systems

Analytical Flavor Systems uses machine learning and artificial intelligence to build tools for the food & beverage industry. Our Quality, Process, and Market Intelligence services create real-time predictive decisions metrics at each stage of a product's life-cycle. We leverage our predictive models across products & industries for flavor profile optimization, production process optimization, demographic targeting & cognitive marketing - helping companies create and sell the best product to their highest value consumers with every batch.

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