

Baking on Demand

Sync Front and Back of House for Fresher Products and Boosted Efficiency

End Customer Value Prop

Key Messaging: Sync Front and Back of House for Fresher Products and Boosted Efficiency

Business Benefits



Boosted Labor Efficiency



Improved Product Freshness



Save Money with Reduced Food Waste

Value Differentiators

- Baking tasks are consolidated and batched to save labor and release employees to other tasks
- Products are only baked when projected to be sold, resulting in boosts to freshness and customer satisfaction
- Reduced food waste improves supply chain and efficiency

Business Overview

PreciTaste Introduction

PreciTaste is a privately owned technology company dedicated to serving the food world with AI solutions. Over the past 8 years, we've developed business and process management tools that run seamlessly in the background of F500 QSR, retail, and industrial food businesses. Based on hard-earned experience in the field, our IoT, machine learning, and Edge AI vision systems are built to drive quality, efficiency, and customer satisfaction at the speed of a busy kitchen or production line.

Business Drivers

- Growing AI technology drives efficiency and quality in foodservices.
- Fresh Baking drives business at grocery stores. Improved freshness and efficiency bring bottom line benefits.

Seller Value Props

- Improved product freshness drives revenue growth and customer loyalty.
- One time installation improves efficiency for ongoing cuts to operational expenses.

Market Context

Available Territories and Regions: United States and Europe

Key Trends

- Grocery stores face new competition from online retailers. Customers' #1 reason for shopping in-store is the look and feel of fresh products.
- AI technology costs are falling, leading to mass implementation in foodservice.

Target Vertical(s): Retail, Bakeries

Target Audiences and Objectives

- Management, directors, vice presidents in bakery or retail grocery operations
- Technology, innovation, R&D, IT, operations teams

Key Terms & Acronyms

- **Target Inventory:** Baking on Demand calculates the rest of the day's likely sales for each item on your menu. This is the target inventory for that item.
- **Edge computing:** computer processing done at the level of a restaurant or local operation.
- **AIoT:** artificial intelligence / internet of things combines AI computing at the edge with remote reporting by cloud.

Learn More



precitaste.com/baking-on-demand

Key GTM Contacts & Resources



For Intel-related questions, go to:
<https://www.intel.com/content/www/us/en/support.html>

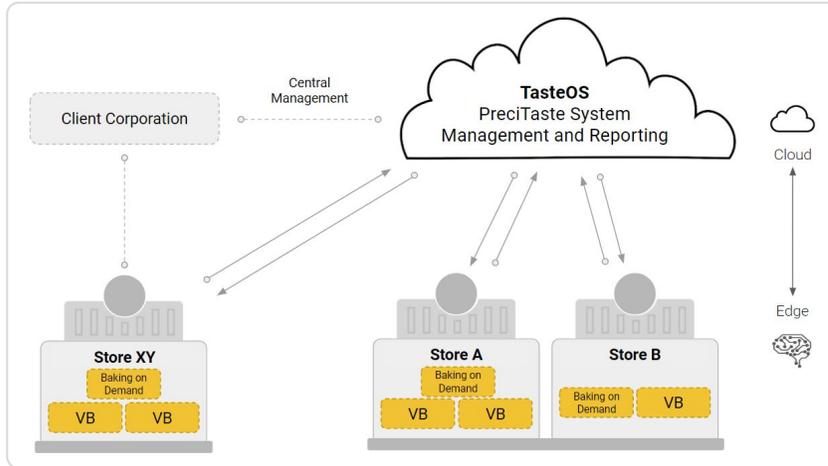


For solution partner-related questions, reach out to:
AI Indig: sales@precitaste.com



Solution Overview

How It Works



Baking on Demand integrates with and manages PreciTaste Virtual Baker at the edge. TasteOS provides KPI reporting, accessible to client management.

Key Capabilities

- Baking on Demand senses and tracks baked inventory of each item on your shelves
- Based on AI statistical analysis, Baking on Demand predicts daily sales of each item in real time
- Touch screen UI instructs bakers exactly what to bake to meet demand
- TasteOS cloud reporting platform enables users to see overview of the KPI performance at multiple stores, and monitor system wide performance

Solution Components

Intel

- Intel Atom Core SoC
- OpenVino

PreciTaste

- Baking on Demand sensors view shelf stock of each menu item
- Compact server carries out all AI inference and calculations at edge
- Touch Screen User Interfaces communicate findings to staff

Cloud Service Provider

- TasteOS cloud-based reporting platform (proprietary) included

Case Study

Baking on Demand is in rollout with a global top 3 grocery chain:

- **The situation:** Leading grocery chain has a large and popular bakery section that drives customers into the store for all purchases.
- **The problem:** Individual employees decide what to bake and when, leading to stale and wasted products, plus inefficiencies of labor allocation.
- **The solution:** Baking on Demand provides clear instructions to staff of what to cook and when, boosting freshness to drive sales and batching tasks to release labor to other store departments.

Sales Guidance

Tactical Sales Strategies

- Ask retail operators and corporate management about their labor costs.
- Discuss how delicious fresh products are a unique offering to brick-and-mortar stores.



Qualifying Questions

- Do you feature bakeries at most of your stores?
- Would your corporate management benefit from greater insight to store-level operations?
- How do you decide what to bake and when? Who makes this decision?



Partner Support

Reach out to PreciTaste if...



- You face any software-related issues
- You have any questions about mass supply chain availability, optional features, KPI reports or specific regulatory requirements

Intel Support:

Reach out to Intel if...

- You face hardware issues not listed above



Ordering Guidance

- Contact sales@precitaste.com
- Support available by phone at 888-899-4776.



Legal Disclaimers

Intel technologies' features and benefits depend on system configuration and may require enabled hardware, software or service activation. Performance varies depending on system configuration. No computer system can be absolutely secure. Check with your system manufacturer to learn more. Cost reduction scenarios described are intended as examples of how a given Intel- based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. Intel does not guarantee any costs or cost reduction. Other names and brands may be claimed as the property of others. Any third party information referenced on this document is provided for information only. Intel does not endorse any specific third party product or entity mentioned on this document. Intel, the Intel logo, and other Intel marks are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries. Copyright Intel Corporation.