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Spoon Guru launches Immunity Support TAG

Spoon Guru, the London-based global AI food technology start-up has announced the launch of a new ‘Immunity Support TAG’ in the wake of Covid-19, to help consumers find foods online and in stores to strengthen their immune system.

By **Kalyani Sharma** | March 26, 2020



spoon-guru-launches-immunity-support-tag

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With the global population facing a pandemic, shoppers are looking for foods and supplements that will help improve and maintain the body’s natural defences.

This TAG has been developed by Spoon Guru’s in-house team of nutritionists and data scientists, ready to be deployed with immediate effect. It can be leveraged by retailers to power online shopping and food discovery, along with labelling physical products and aisle markers in stores.

Markus Stripf, Co-CEO and Co-Founder of Spoon Guru said, “Unfortunately there’s no magic silver bullet that is guaranteed to boost your immune health. The good news is there are ways to keep your immune system functioning optimally, which can help to keep you healthy and give you a sense of control in an uncertain time. We know consumers now more than ever are looking for foods and healthy diets to strengthen their natural defenses. Spoon Guru has used its expertise, and the EU’s current RDA’s to create a broad spectrum nutrient based TAG which will help your healthy immune system continue doing its important job and fight off viruses and bacteria. We hope the use of our technology can help support people choosing the right foods during the current health crisis.”

The immune system is a complex mechanism, working day and night to fight infection. According to research the best diet is one which is varied and balanced, however, without certain nutrients present in the body, immunity would be non-existent or very low at the least. As your immune system is regulated by the food you eat, careful consideration of what you eat can help optimise an immune response. This includes foods rich in zinc, probiotics, antioxidants and vitamin C that will support the gut, which is responsible for 70% of the immune system.

Spoon Guru’s aim is to make it easier for shoppers to find foods with properties known to strengthen their immunity.

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