THE BLACK MIRROR OF FOOD:

Disruptive concepts, startups and technologies that will change the way we eat

Marius Robles, CEO &
Co-Founder

Twitter: @mcroblesza

reimagine food

SOMETHING IS CHANGING: the future is arriving faster that you think

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THERE'S AN AI RUNNING FOR THE MAYORAL ROLE OF TAMA CITY, TOKYO

多摩市議会議員補欠選挙
ポスター掲示場
(25-5)
多摩市選挙管理委員会
菅原しげみ
きりき優
注意
投票日 4月15日(日)
投票時間 午前7時～午後8時
期日前・不在者投票のご案内
あべ
阿部ひろゆき
人工知能が
松田みちひと
高橋俊彦
ポスター掲示場
(25-5)
多摩市選挙管理委員会
投票日 4月15日
投票時間 午前7時～午
期日前・不在者投票のご案

"Michihito Matsuda, offers the ability to discover and analyze relevent petitions pertaining to Tama City, intake the dialogue and wishes of residents, carefully calculating what the best way to implement them would be if the match the people's desires."

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Meet Saudi Arabia's Robot Citizen: The Country granted citizenship to Hanson Robotic's humanoid robot, Sophia. Yes, really.

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Bloomberg

Technology

SoftBank in Talks to Invest Up to $750 Million in Zume, the Startup That Sells Robot-Made Pizza

Zume uses robots and software to deliver food.

By Olivia Zaleski and Selina Wang
8 de agosto de 2018 0:42 CEST

Bloomberg

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The Robot Invasion Of Las Vegas Might Be Horrifying -- Or No Big Deal

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Las Vegas has a new $30 million vertical farm that aims to produce over 1 million pounds of produce every year — take a look

Aria Bendix, Business Insider 24 Ago 2018 15:19h.

FACEBOOK TWITTER LINKEDIN FLIPBOARD WHATSAPP

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LocalRootsFarms.com
One TerraFarm
uses 99% LESS WATER
is equal to 5 ACRES of Land
uses ZERO pesticides & herbicides
grows food all year in ANY CLIMATE
LOCAL ROOTS

Beyoncé Is Using Artificial Intelligence To Help You Eat Vegan

- Beyoncé may have just delivered the future of personalized nutrition.
- Beyoncé and Jay Z have said that this will become a permanent part of their health and wellness plan.

Forbes

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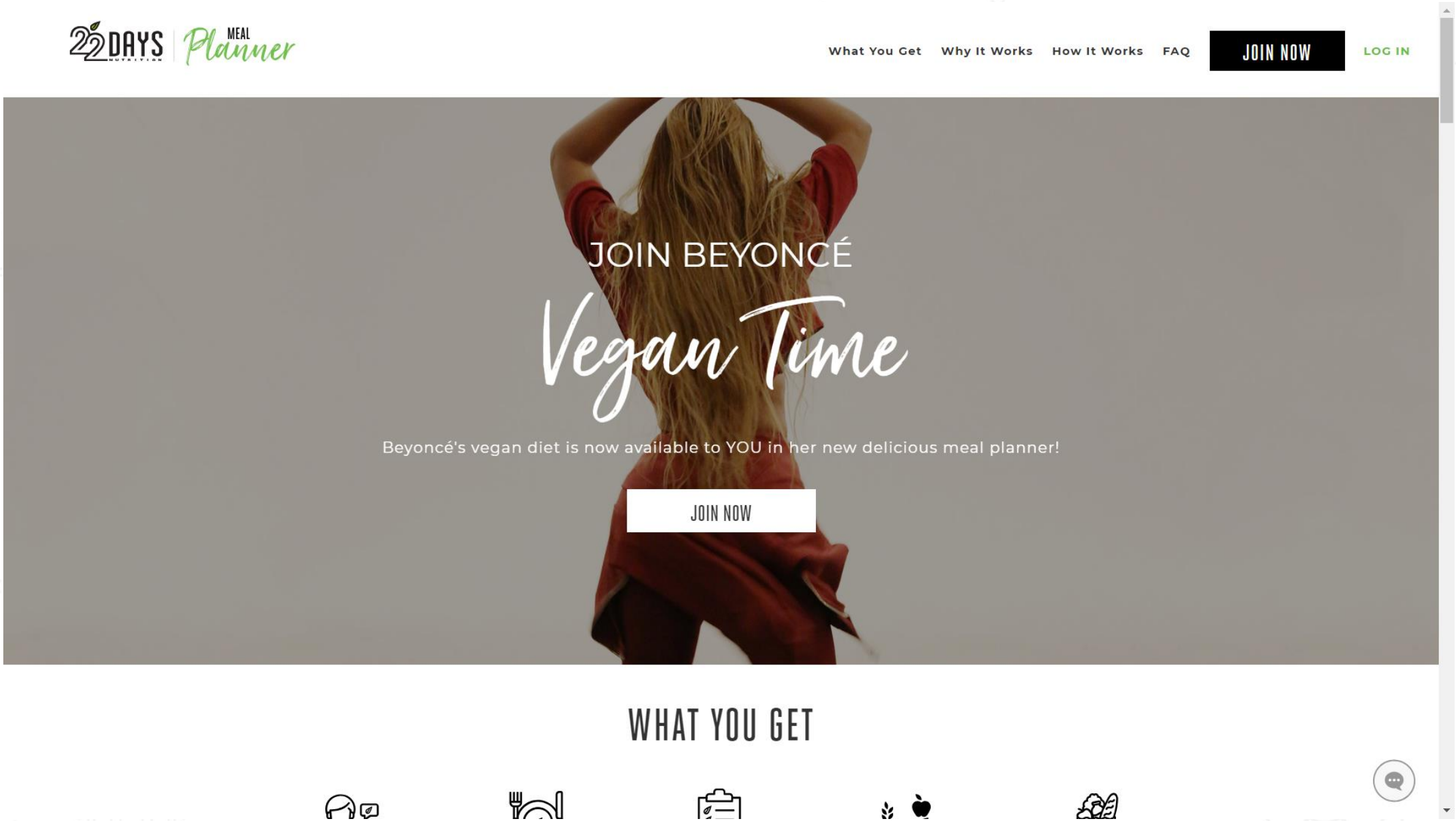

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Scientists calculate carbon emissions of your sandwich

Advertisement

All-day breakfast filling identified as worst offender

▲ An all-day breakfast sandwich, such as this one from Pret a Manger, may be delicious but has a higher carbon footprint than other options. Photograph: Linda Nylind for the Guardian

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VentureBeat

Google and Harvard develop AI to find restaurants that could make you sick

KYLE WIGGERS @KYLE_L_WIGGERS NOVEMBER 6, 2018 10:45 AM

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WHY 'GROCERANTS' ARE THE FUTURE OF FOOD SHOPPING

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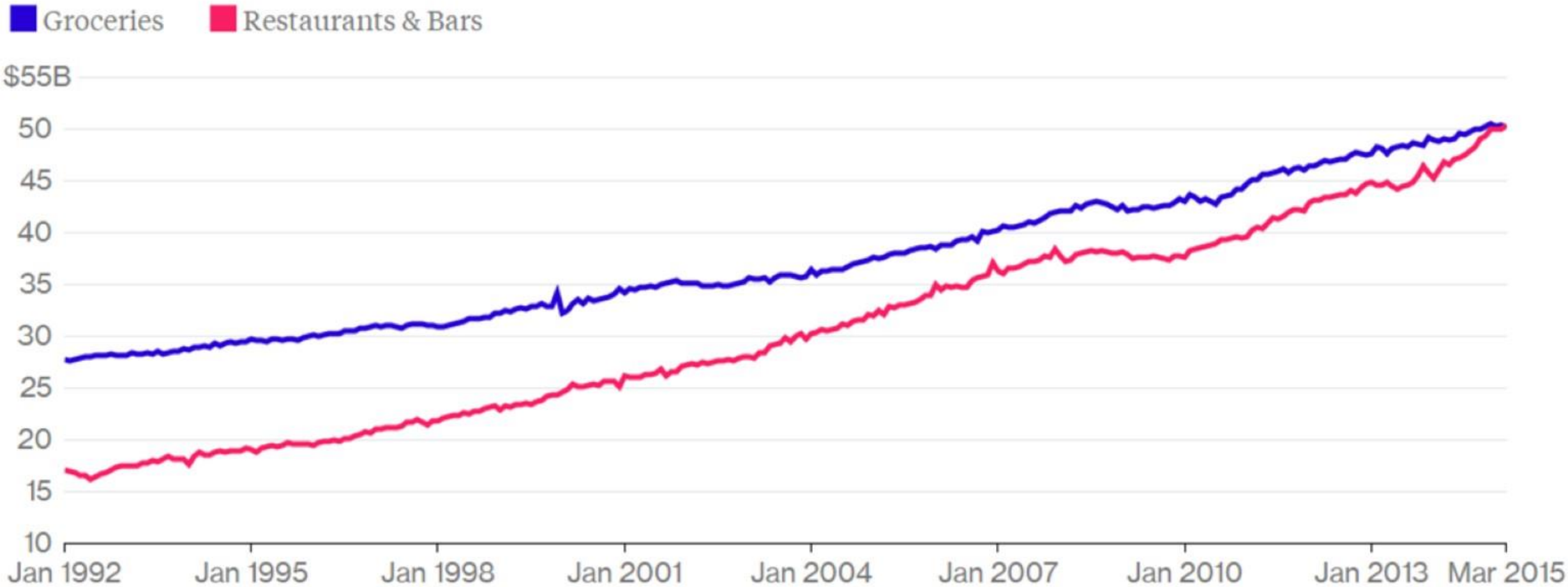
Why 'Grocerants' Are The Future Of Food Shopping

Pass the Menu, Please

Spending on dining out has overtaken grocery store purchases for the first time ever



Source: Commerce Department

Bloomberg

THE WALL STREET JOURNAL.

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BUSINESS

Frozen Dinners Make a Comeback

Sales of microwavable meals rise at fastest pace in a decade as companies shake up ingredients and packaging

By Annie Gasparro and Saabira Chaudhuri
Sept. 8, 2018 11:00 a.m. ET

Frozen dinners are on a hot streak.

Sales of microwavable meals are rising at the fastest pace in a decade, drawing attention from food-company executives otherwise struggling with falling sales for well known but outdated brands.

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The next big restaurant chain may not own any kitchens

Jonathan Shieber @jshieber / 2 weeks ago

Comment

- Kitchen United, $10M (Google Ventures)
- Cloud Kitchens $150M (Travis Kalanick Uber founder)

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ATTACKING THE GROCERY SHELVES:

93 FOOD & BEVERAGE STARTUPS IN ONE INFOGRAPHIC

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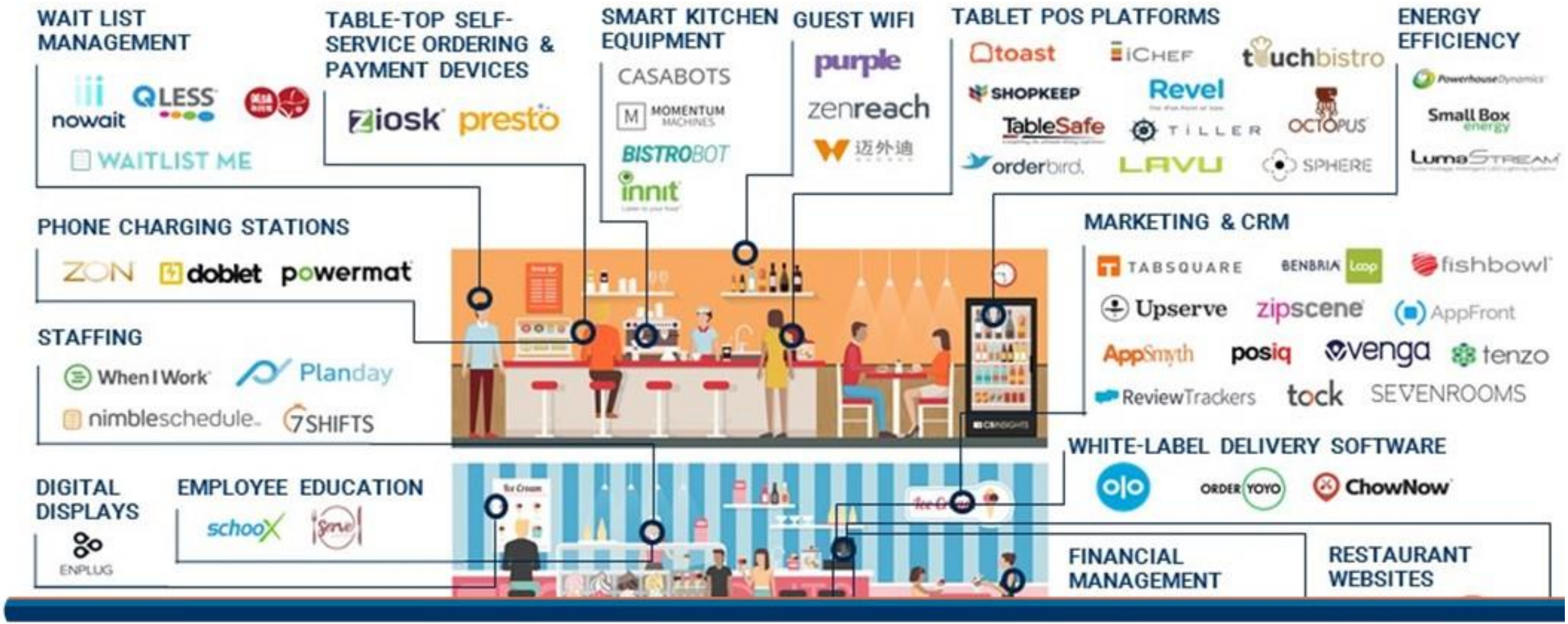
THE FUTURE OF DINING:
99 STARTUPS REINVENTING THE RESTAURANT IN ONE INFOGRAPHIC

CB INSIGHTS



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Millennials Are Ordering More Food Delivery, But Are They Killing The Kitchen, Too?

Andria Cheng Senior Contributor ⓘ
Retail
I cover retail, from fashion to grocery, and its dance with technology

MARKETING

The Grocery Industry Confronts a New Problem: Only 10% of Americans Love Cooking

by Eddie Yoon

SEPTEMBER 22, 2017

WHAT TO READ NEXT

Prioritize Your Opportunities with This Checklist

HBR WEBINAR
How to Capitalize on Disruption
Featuring Jeanne Ross
REGISTER OCT 12 @ NOON US ET
Sponsored by DXC.technology

1/3 FREE ARTICLES LEFT > REGISTER FOR MORE | SUBSCRIBE + SAVE!

Per a report from measurement and analytics company Nielsen, in-store meal kits generated $154.6 million in 2017 sales, which marks growth of more than **26 percent year over year.**

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FLEXIBILITY WILL DISTINGUISH WINNERS FROM LOSERS IN THE MEAL KIT CATEGORY

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You don't know vegan food (yet).
Introducing Explore on Google Maps

GO VEGAN!
PhysiciansCommittee.org

" I want food substitutes to completely replace animals as a food production technology by 2035."

Patrick Brown, Founder, Impossible Foods

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NEW ALTERNATIVE PROTEIN CATEGORIES

Animal-free meat startups expand

Both plant-based…

IMPOSSIBLE™

BEYOND MEAT

alpha FOODS

Sunfed MEATS

…and lab-grown

MEMPHIS MEATS

WILD TYPE

mosameat
THE MEAT REVOLUTION

SuperMeat

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...and fish-free seafood substitutes

A number of early-stage companies are already offering or developing plant-based or lab-grown seafood alternatives.

Sophie's KITCHEN

Focus: Plant-based seafood & meat alternatives (shrimp, salmon, bacon, etc.)

Total Funding: $150K

Select Investors: Slingshot@Switch

OCEAN HUGGER FOODS, INC™

Focus: Plant-based tuna, salmon, and eel alternatives in development

Total Funding: N/A

Select Investors: New Crop Capital

GOOD CATCH

Focus: Plant-based tuna, burgers, crab cakes, etc. using beans

Total Funding: $5.5M

Select Investors: Stray Dog Capital, New Crop Capital

Finless Foods

Focus: Lab-grown fish fillets (in development)

Total Funding: $200K

Select Investors: IndieBio, SOSV

WILD TYPE

Focus: Lab-grown salmon (in-development)

Total Funding: $3M

Select Investors: Spark Capital, Root Ventures

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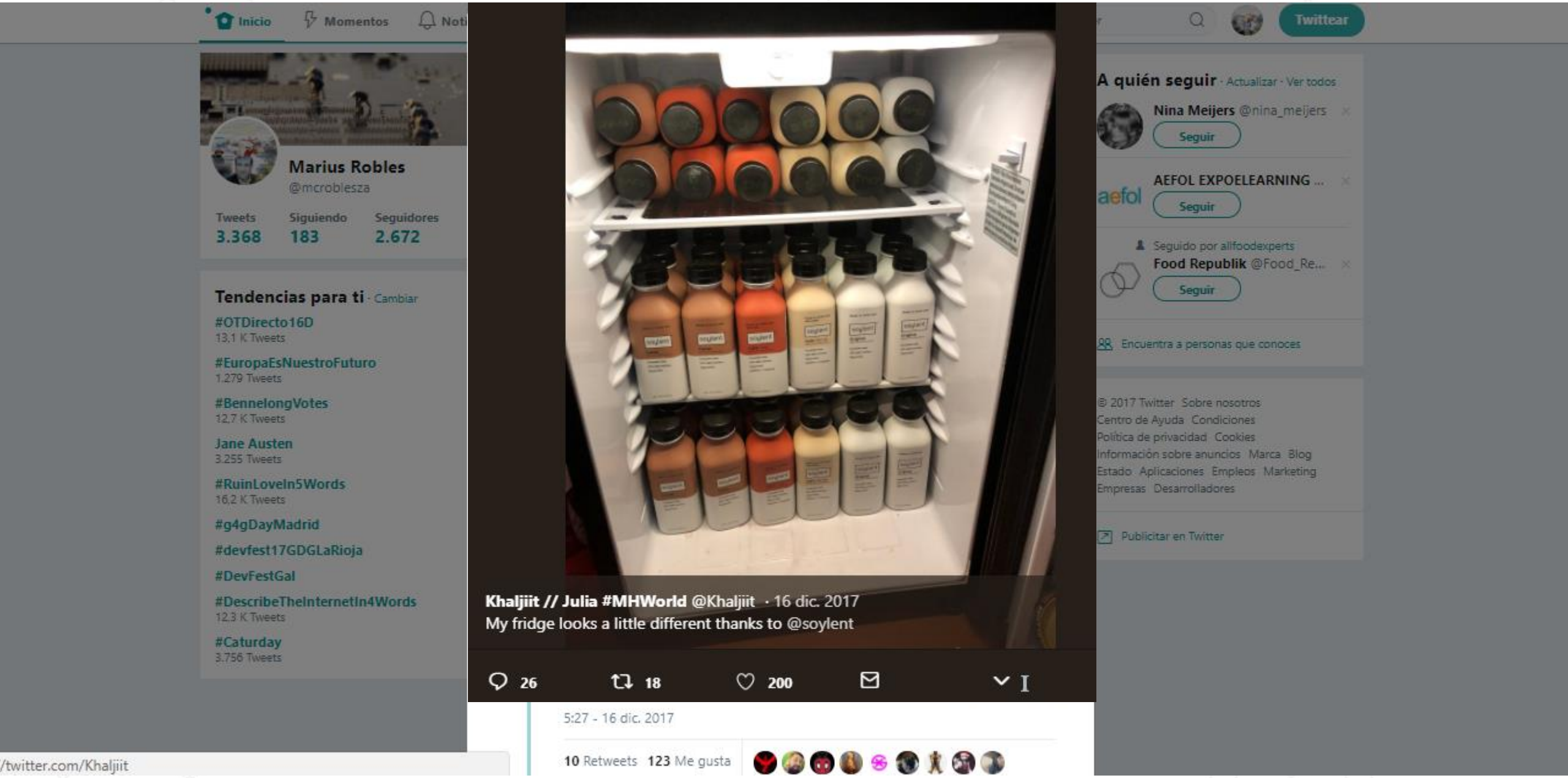

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Consumers demand more out of food…

Long-term benefits

- High-protein, plant-based products with beneficial ingredients
- Focus on mental and physical health
- Vegan, gluten-free options

Visually appealing

- Bold colors in products and on packaging
- Primed for social media

Experiential

- Farm-to-table or sustainably sourced products
- Products bundled with services
- Memorable points of sale

Lifestyle-oriented

- Personalized products
- Brand emphasizes convenience
- Promotes energy, sleep quality, and other lifestyle benefits

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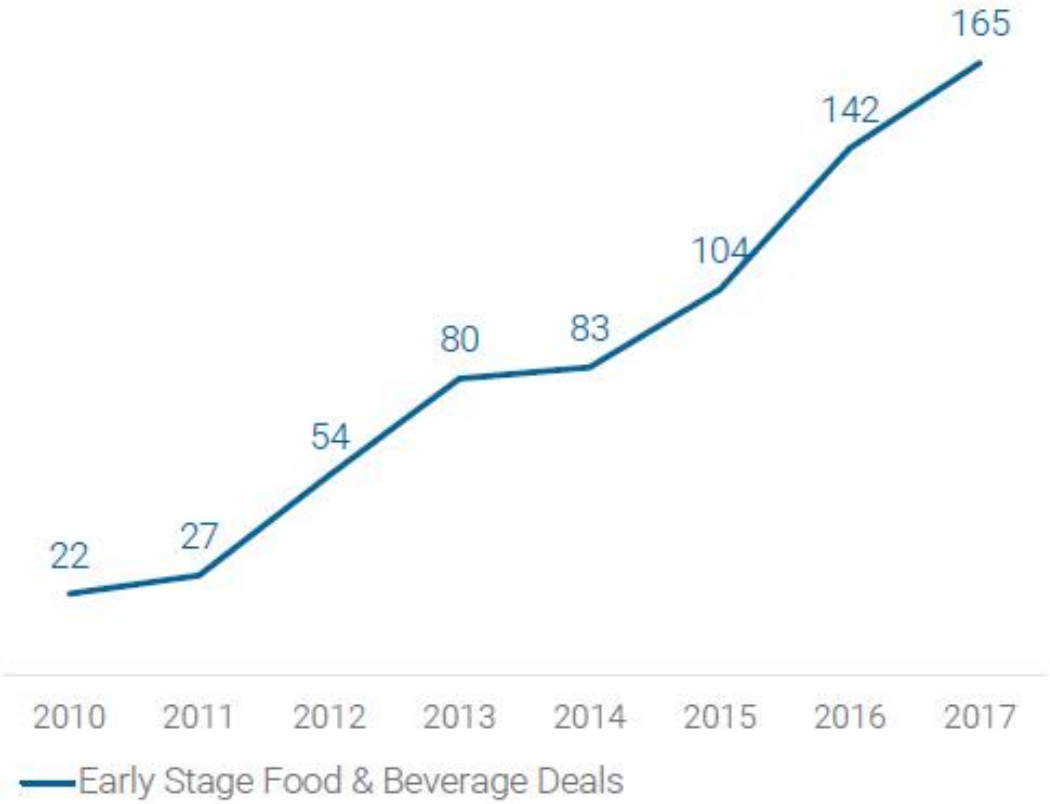
Competitors are multiplying

Startup food brands catch on…

…and new ones continue to form

Seed and Series A deals to food & beverage startups



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ALTERNATIVE PROTEINS MARKET MAP

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The vegan foods company, formerly known as Hampton Creek, will sell the egg-free and dairy-free “egg” in certain grocery store chains across the U.S. JUST co-founder and CEO Josh Tetrick, whose company **was valued at $1.1 billion last year,** says fans of JUST have long-awaited this day.

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World's first Plant-based freeze-dried ice cream lets astronauts eat vegan ice cream in Space

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The Food Paradox: A.I.,the two initials of the future of food

ARTIFICIAL INTELLIGENCE

ALIMENT IDEOLOGICAL

The technology revolution factor

VOICE RECOGNITION

BIG DATA

COGNITIVE COOKING

DEEP LEARNING

DIGITAL INMORTALITY

DECENTRALIZED INTELLIGENCE

BOTS

MACHINE LEARNING

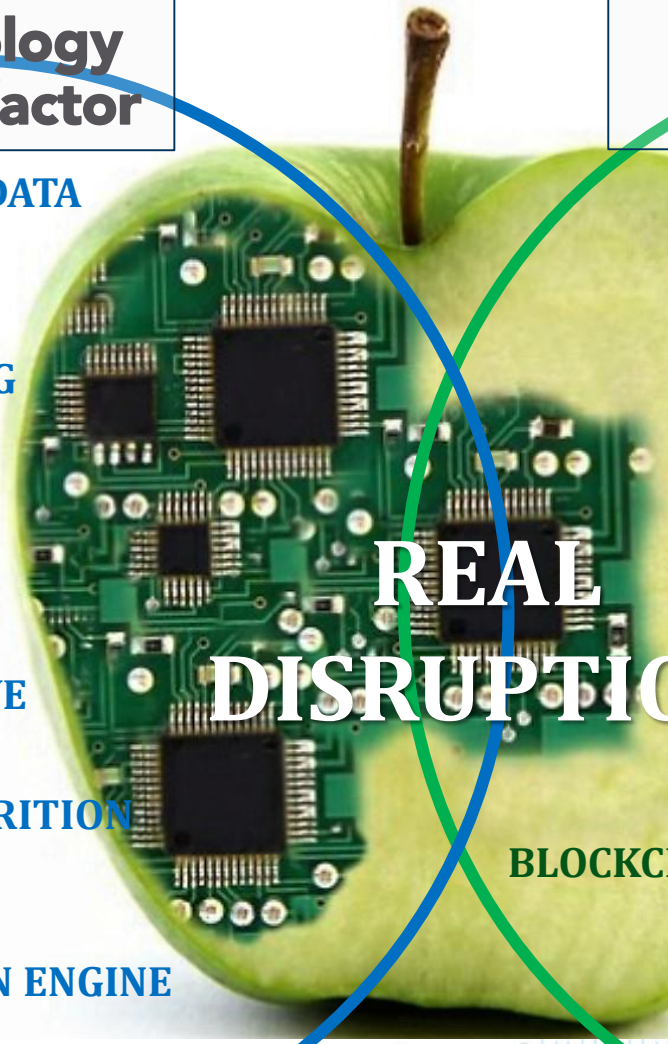
COLLABORATIVE ROBOTS

PERSONALIZED FOOD-NUTRITION

FACE RECONIGTION

RECOMMENDATION ENGINE

PREDECTIVE INTELLIGENCE



REAL DISRUPTION

© Marius Robles

The new consumer mindset

CLIMATE CHANGE

FOOD AID

SUSTAINABILITY

HONEST FOOD

FOOD SECURITY

CLEAN MEAT

FOOD WASTE

NATURALITY

PLASTIC FREE

PLANT-BASED

POST-ANIMAL ERA

VEGAN

BLOCKCHAIN

CELLULAR AGRICULTURE

ORIGEN

CRISPR-GMO

Artificial

Natural

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THE INEVITABLE: We need to become comfortable with the uncomfortable

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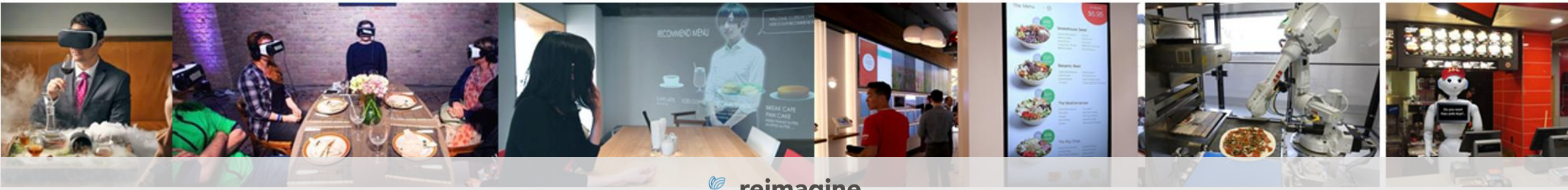


reimagine food

WHY ARE WE TALKING ABOUT A NEW FOOD ECONOMY?

NEW PLAYERS THAT HAVE AND WILL COME ON SCENE

- STARTUPS
- INVESTORS (Bill Gates, Khosla Ventures, Google Ventures, etc.) + ACTIVIST INVESTORS
- AMAZON, SIEMENS ALIBABA, FUJITSU

CHANGING CONSUMER BEHAVIOURS

+ CONVENIENCE
+HEALTHY
+TRANSPARENCY
+NATURALITY
+PERSONALIZED
+SUSTAINABILITY

+ CHANGING CONSUMER TASTES

HIGH-IMPACT PROTEIN BOOM

- MEAT-ALTERNATIVES
- SUPER FOODS
- INSECTS
- FOOD SUBSTITUTES

EATNOMICS

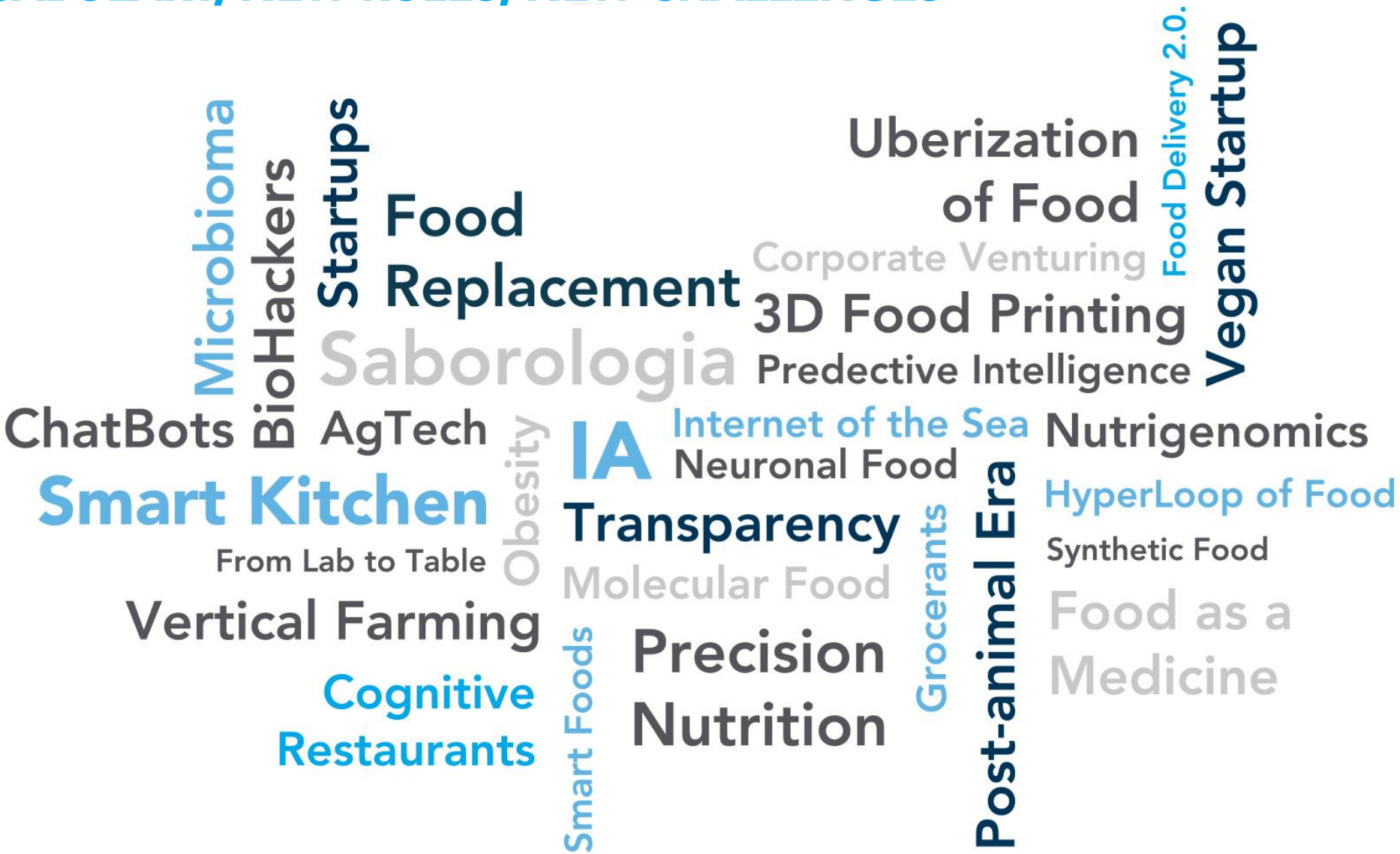
NEW BUSINESS MODELS

- UBERISATION OF FOOD
- E-COMMERCE

GREATER IMPACT OF TECHNOLOGY

- MOBILE, AI, UR, INTERNET OF THINGS, ROBOTS, BIG DATA
- CONSUMER TECHNOLOGY
- FOOD TECHNOLOGY
  -CRISPR, AI
- TECHNOLOGY 4.0

EATNOMICS:
NEW VOCABULARY, NEW RULES, NEW CHALLENGES



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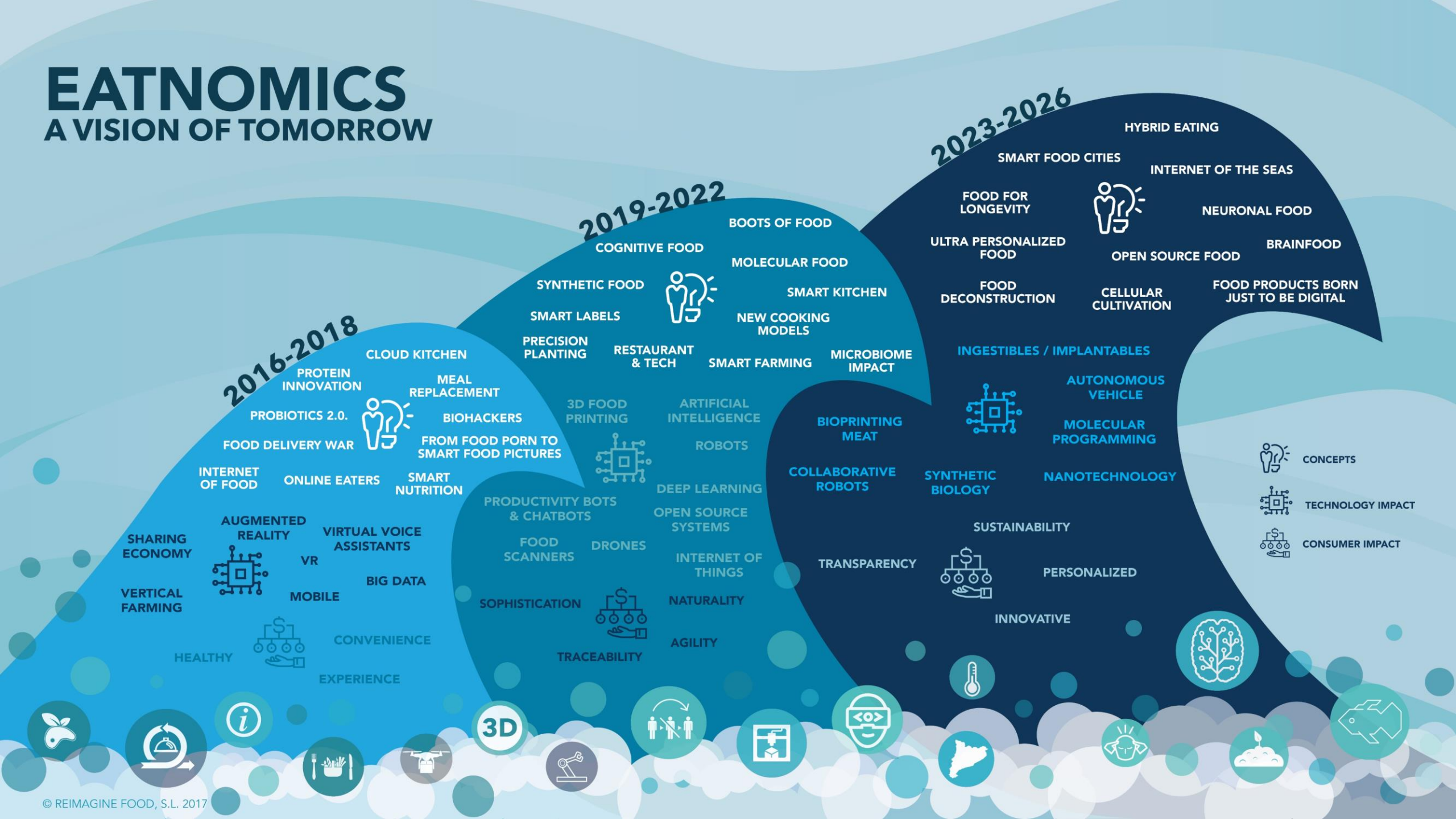
EATNOMICS
A VISION OF TOMORROW



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#ThePowerOfKnowing

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TECH TO TABLE

A Chinese company is developing facial recognition for organic chickens

Transparence & Traceability

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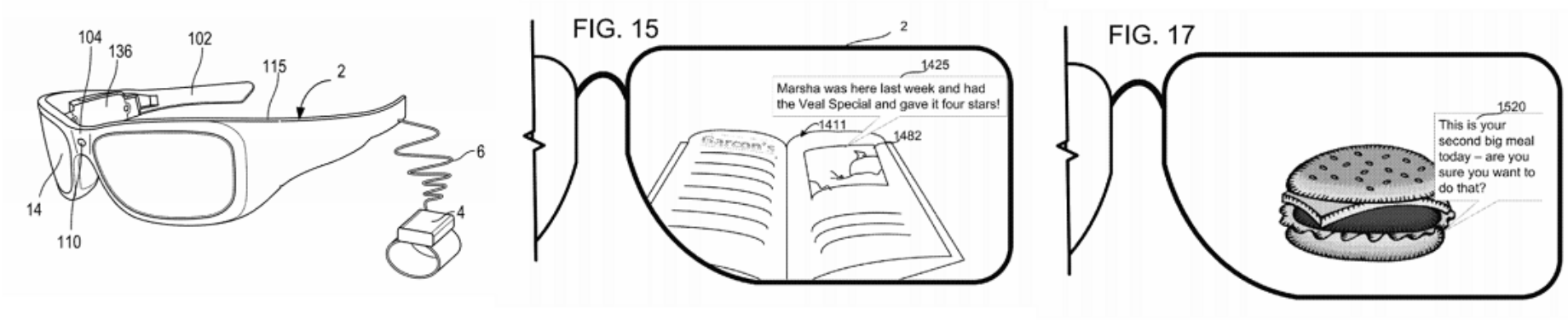
reimagine
food
TUNA SALAD | DATA
BITE | COUNT 2
CHEW | COUNT 5
gr | CONSUMED 13
CALORIES 28

MAY 9, 2017

Shazam for Food? Wearable Dietitians? Microsoft Patents AR/VR Glasses That Tell You What to Eat



Bringing the HBO comedy Silicon Valley's "Shazam for Food" to life, Microsoft was granted a patent for augmented reality glasses that track when and what you eat.

Where's this data from?
Check us out for free

Business E-mail

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Carbonara
Pasta
384.0kcal
Point the camera at the food you want to find out about
FOOD
Carbonara Pasta
Pasta
Carbonara Pasta
384.0 kcal / 1 cup
Serving size
Amount per serving
Calories 384.0 kcal
Total Fat 10.7 g
Saturated Fat 3.7 g
Trans Fat
Polyunsaturated Fat 1.5 g
Monounsaturated Fat 4.0 g
Cholesterol 94.0 mg
Sodium 432.0 mg
Carbohydrate 51.7 g
53% 9:10

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280[cal] dova chanpuru 59.0[%]
550[cal] sandwiches 10.4[%]
210[cal] sauteed spinach 7.4[%]
110[cal] egg sunny-side up 6.0[%]
131[cal] green salad 5.7[%]
371.20[ms]
Total: 0[cal]
Camera
Accuracy
Ratio: 1.00
Size
S
L
Select Mode
Calorie Control
Rank 1
Rank 2
Rank 3
Rank 4
Rank 5

Google cooking up AI to count calories in your food photos

A Google research scientist spills the beans on an artificial-intelligence project that tries to calculate the calories in your food porn pictures -- and learns from its mistakes.

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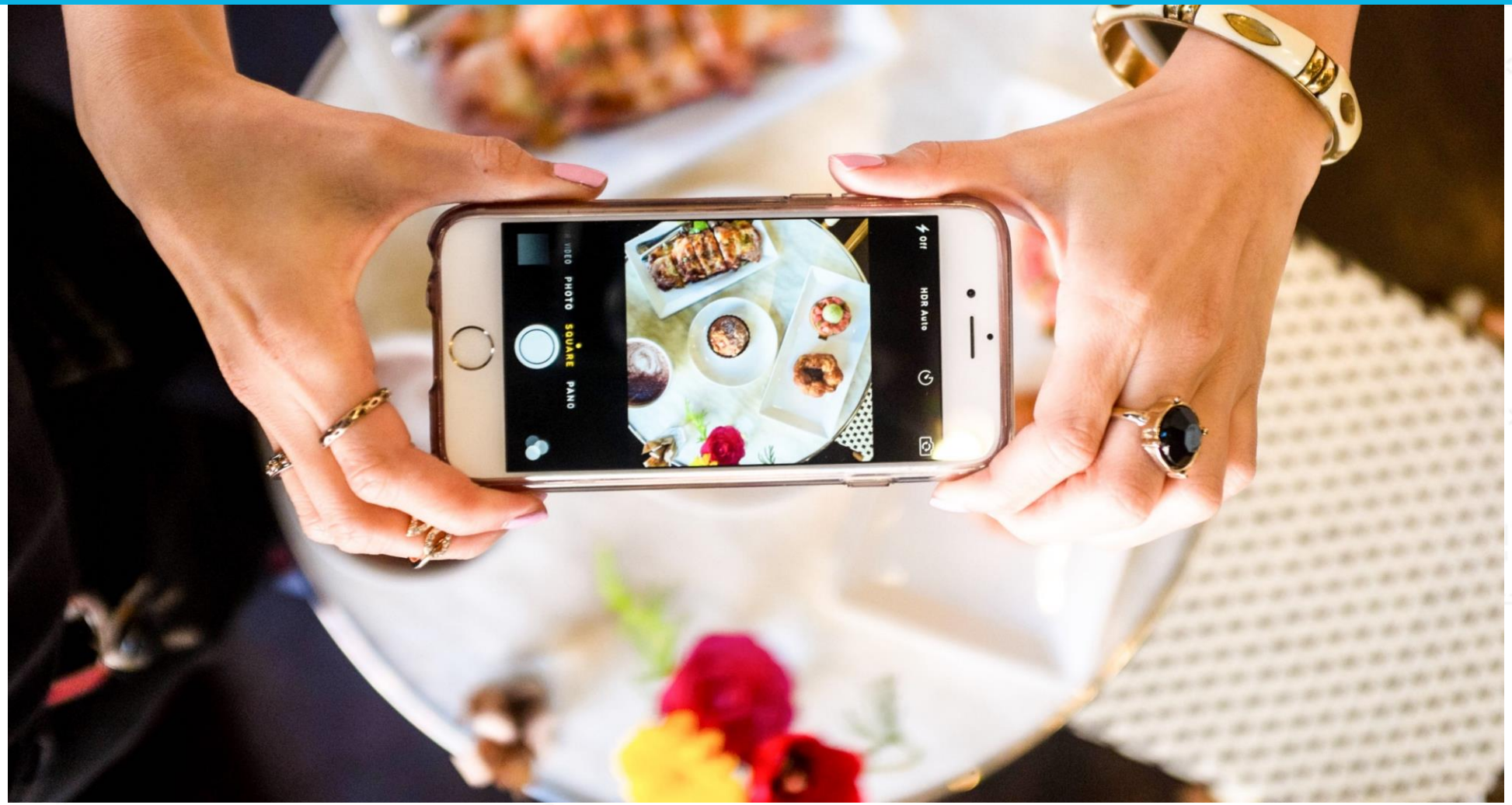
#food: 307M posts

#foodporn: 179M posts



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Oct 7, 2018, 11:45pm

Facebook Researchers Create AI System That Turns Food Photos Into Written Recipes

Sam Shead Contributor ⓘ
AI & Big Data
I cover artificial intelligence and Google DeepMind.

Banana date bread with Walnuts recipe from Vegan World Fusion Cuisine cookbook. [Photo credit: Getty]

Researchers at Facebook's Artificial Intelligence Research (FAIR) group have developed a piece of AI software that can determine what ingredients

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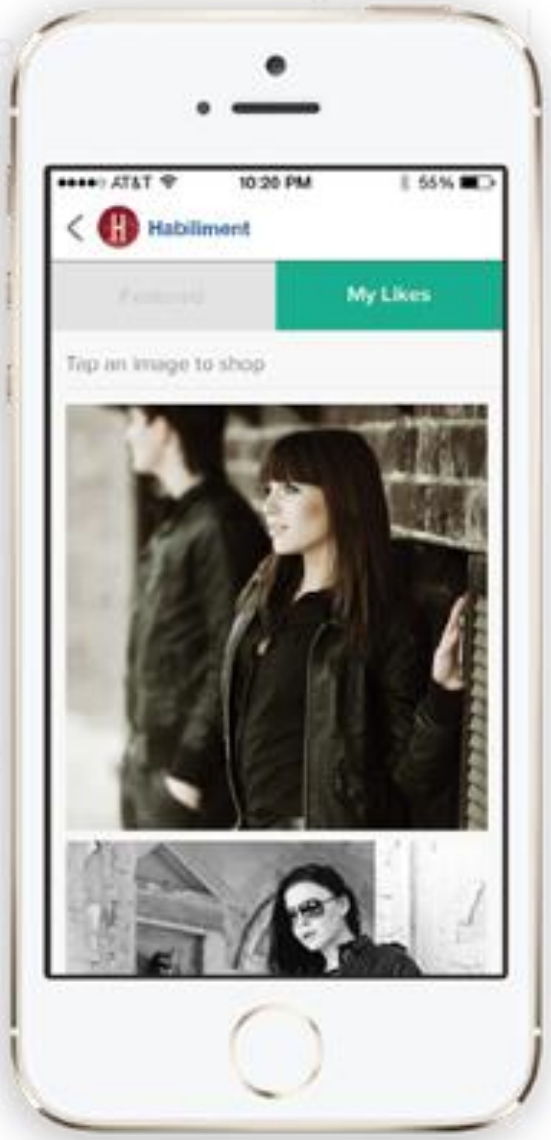
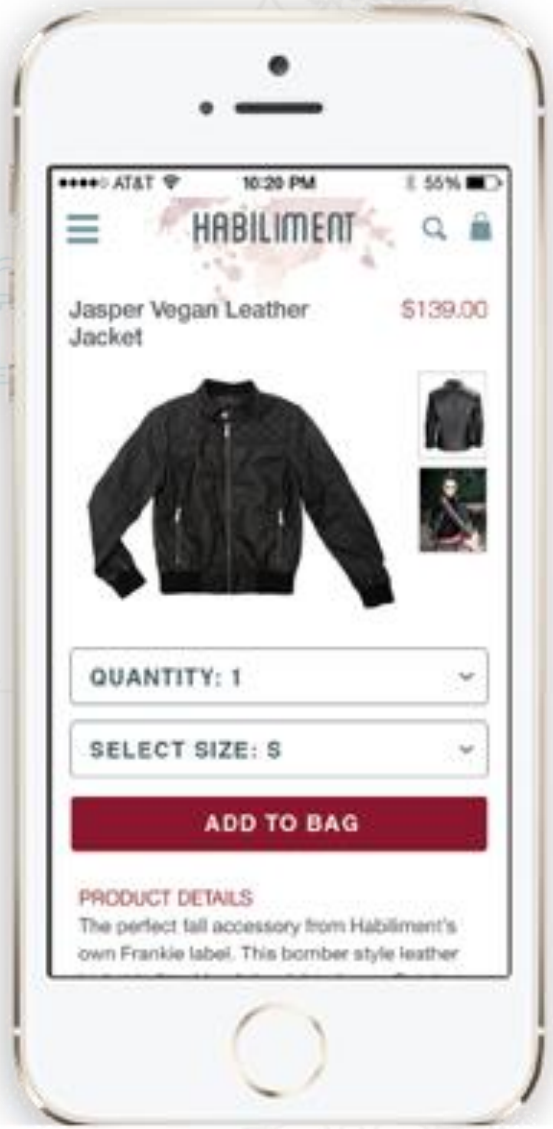
Discover.

Personalize.



Purchase.



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#Personalization & #Customization

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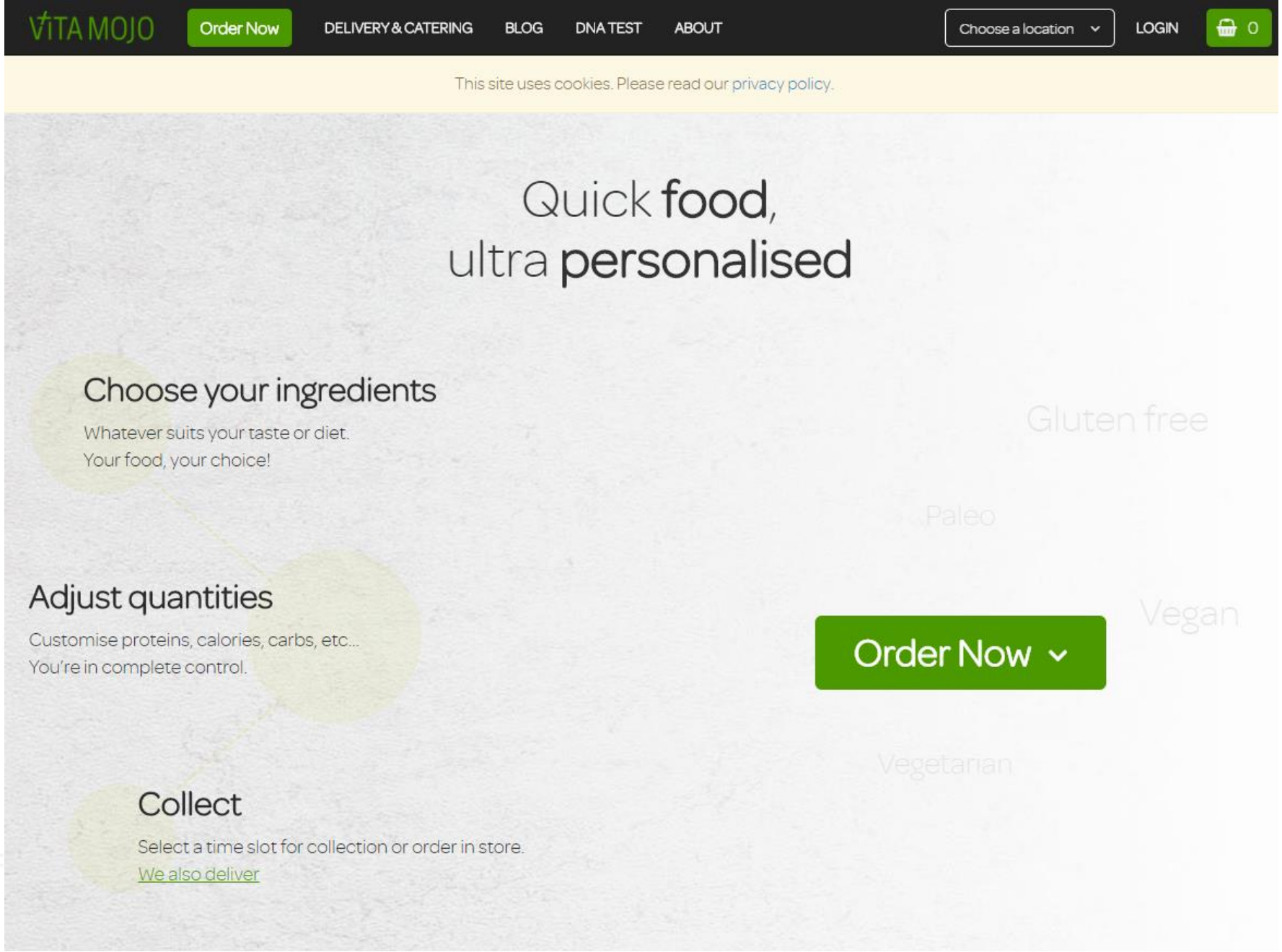

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35g
Fat

33g
Protein

61g
Carbs

692
KCal
per meal

46%
19%
35%

CHOOSE QUANTITIES | INGREDIENTS

Chicken Thighs	100g	
Kale Salad	120g	
Chickpeas and Leeks	60g	
Sweet Potato Mash	200g	
Baba Ganoush	I want the sauce on the side	

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TOUCH TO START
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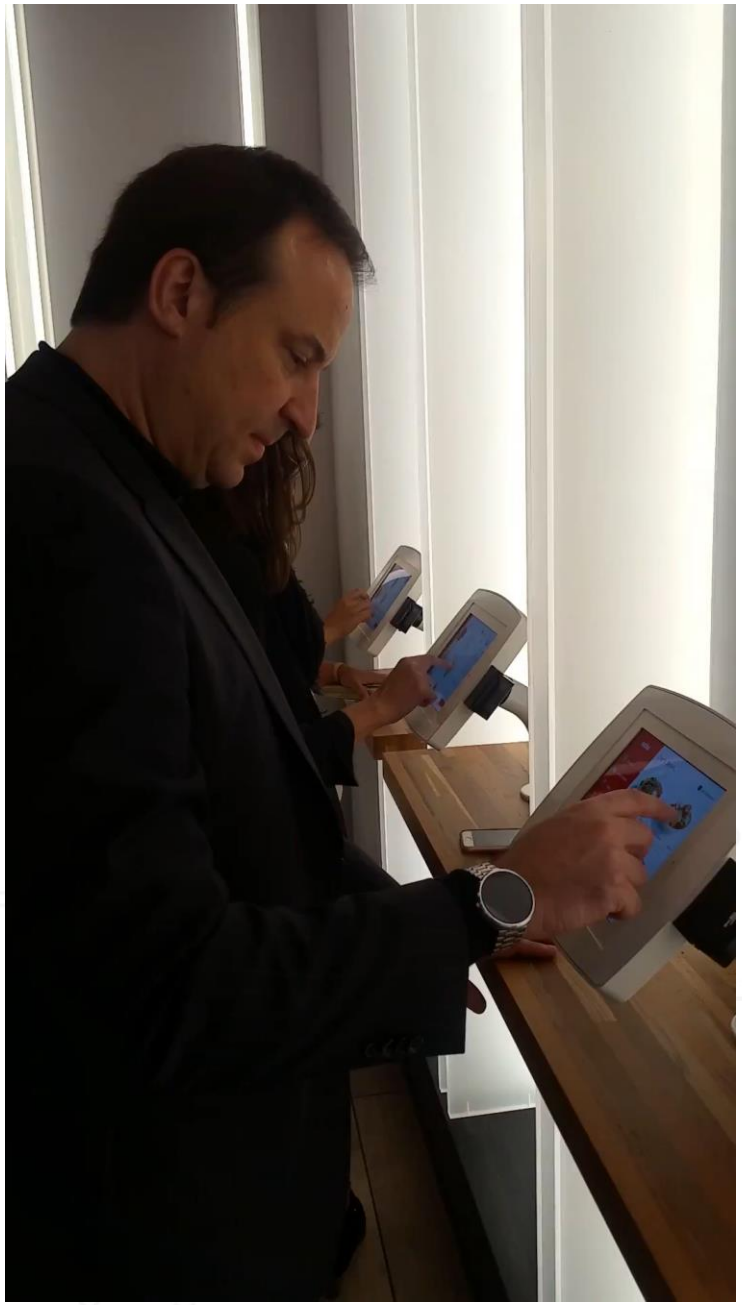
order & pay here
FAST & EASY!
McCafé



Veggies and Fruit
1 FREE
Get Assistance
CANCEL
BASES
SAUCES
VEGGIES
CHEESE
CRUNCH
EXTRAS
Roasted Beets
Roasted Potatoes
Build-A-Bowl
Salsa Fresca
Spaghetti Squash
Tomato

The Menu
1 2
All Bowls
$6.95
18g Protein
499 Calories
Smokehouse Salad
Toasted Red Quinoa
White Cheddar
Mixed Greens
Crispy Onion Strings
BBQ Portabello
Tomato
Grilled Corn
Cucumber
BBQ Ranch Dressing
Pickled Onions
18g Protein
537 Calories
Balsamic Beet
Toasted Red Quinoa
Goat Cheese
Roasted Beets
Croutons
Mixed Greens
Pickled Onions
Apple-Cabbage Slaw
Creamy Balsamic Dressing
22g Protein
527 Calories
The Mediterranean
Greek-Style Quinoa
Pita Chips
Arugula
Feta Cheese
Tomato
Cucumber
Artichoke Hearts
Dill Yogurt Sauce
Kalamata Olives
Marinated Chickpeas
18g Protein
478 Calories
The Big Chop
Lemon-Herb Quinoa
Chopped Egg
Mixed Greens Arugula
Tomato
Cucumber
Smoked Pecans
Pickled Onions
House Ranch
Blue Cheese

Swipe your
card slowly t
get started

Hot
Asian
Buns

12
Justin G.
TAP
TWICE

#DicidingIsHard

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Deciding is Hard

Which of the below activities do you find most difficult, if any?

Source: GCS Surveys

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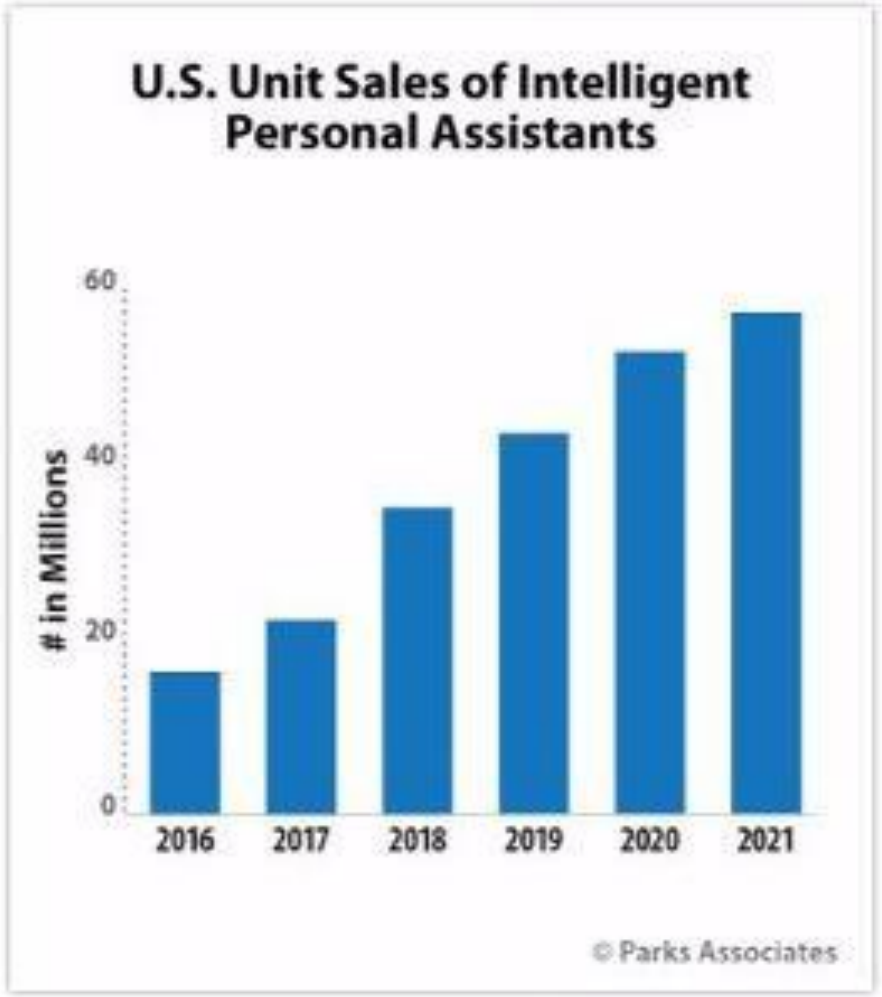

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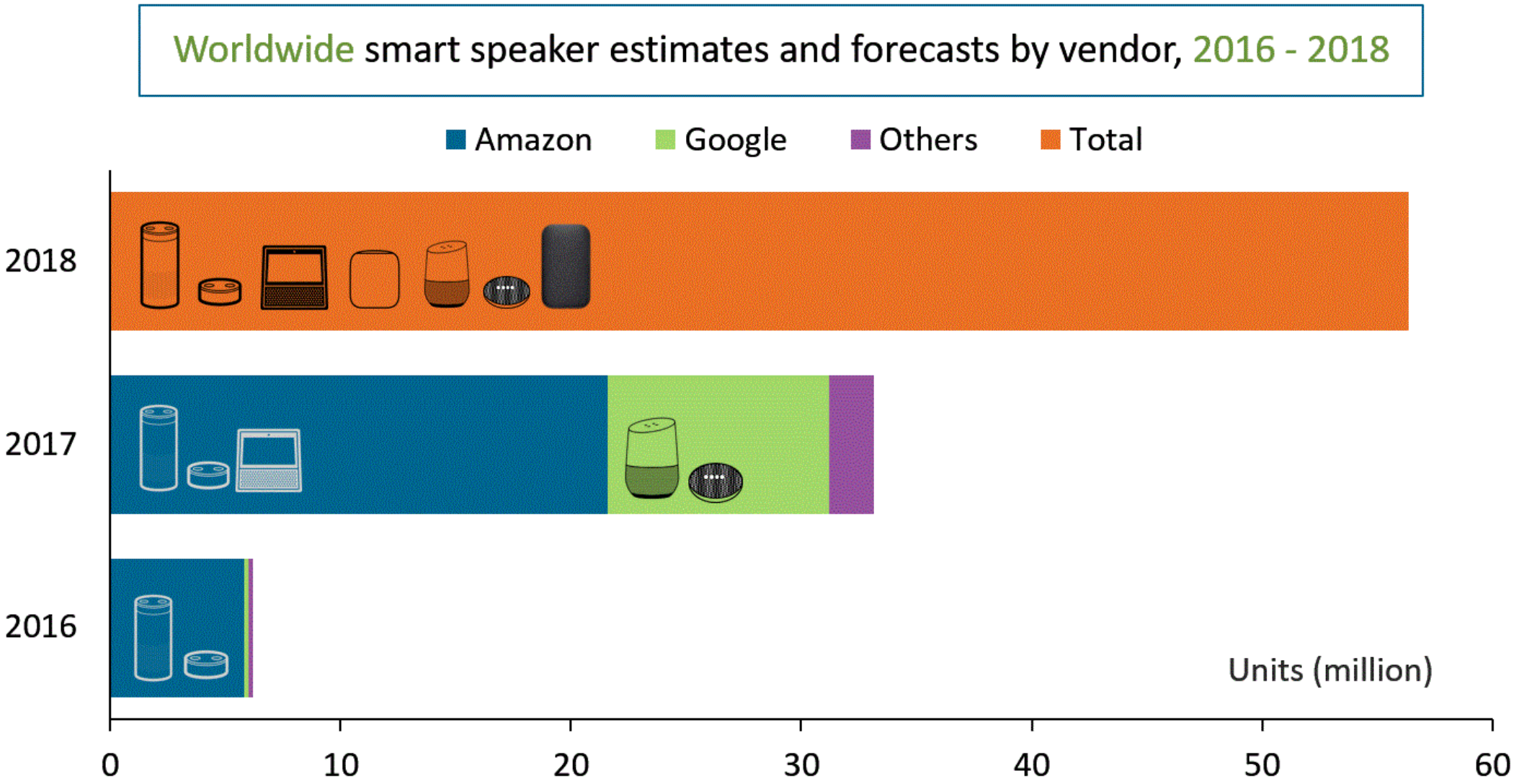
56.3 million smart speakers to ship in 2018



Source: Canalys estimates and forecasts, Smart Speaker Analysis, December 2017

canalys

EATER

TRAVEL FORUMS REVIEWS VIDEO LONGFORM CITIES

NEWS

Pizza Hut Partners With Amazon to Let People Order Food Just by Speaking

"Alexa, ask Pizza Hut for a pizza."

by Dana Hatic | @DanaHatic | Dec 14, 2016, 3:15pm EST

TWEET SHARE PIN

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#3DFoodPrinting

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INTRODUCING

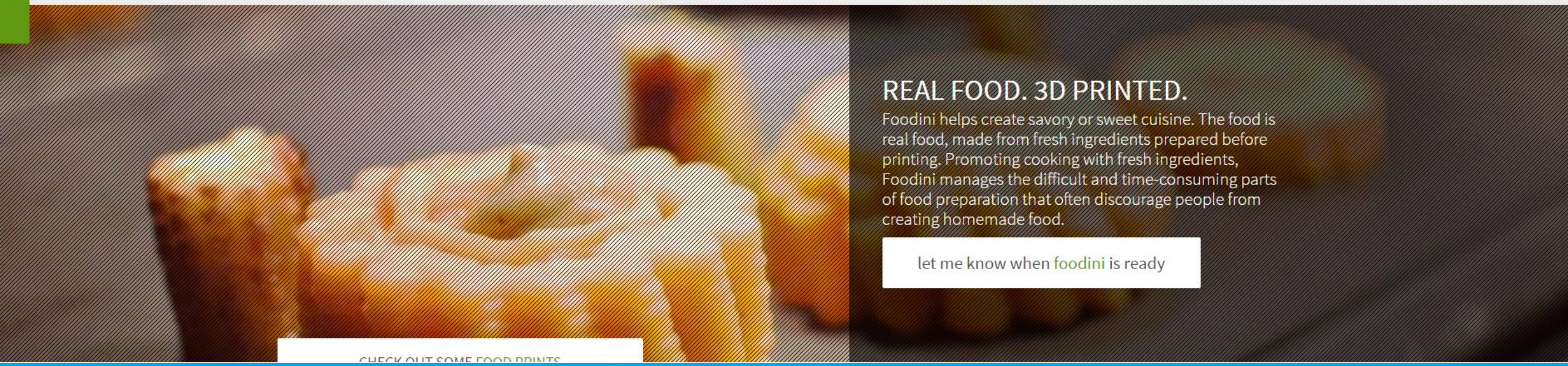
FOODINI

SAVORY SWEET FRESH

A 3D FOOD PRINTER

A new generation kitchen appliance that combines technology, food, art and design.

GET IN TOUCH



REAL FOOD. 3D PRINTED.

Foodini helps create savory or sweet cuisine. The food is real food, made from fresh ingredients prepared before printing. Promoting cooking with fresh ingredients, Foodini manages the difficult and time-consuming parts of food preparation that often discourage people from creating homemade food.

let me know when foodini is ready

CHECK OUT SOME FOOD PRINTS

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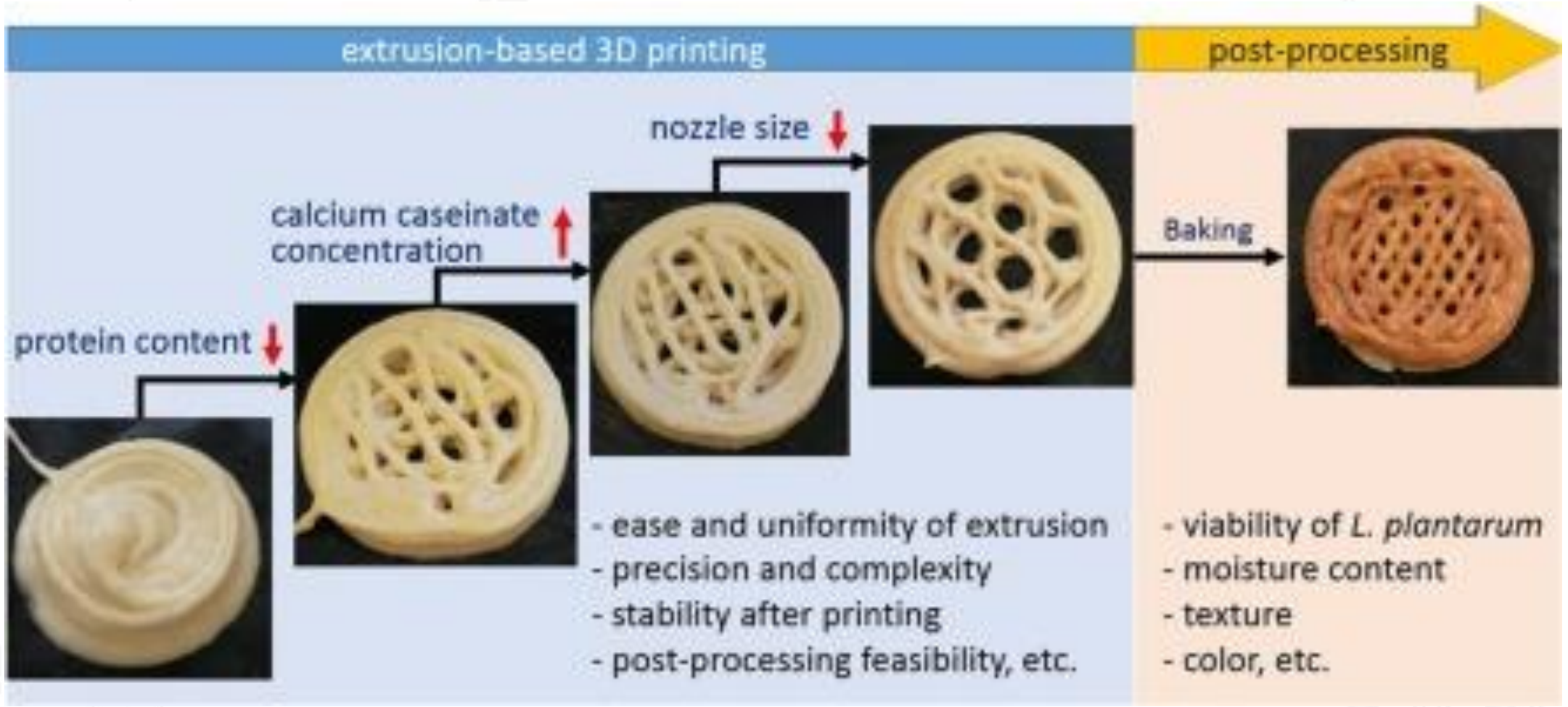
Will 3D Printed Baked Goods With Probiotics Make Their Way to Your Table?



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Israeli Startup Jet Eat Looks To Replace Meat With 3D Printed Vegan Steaks

By Diana Rabba, NoCamels November 22, 2018 2 comments

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Barcelona researcher develops 3D printer that makes ‘steaks’

Giuseppe Scionti hopes that his plant-based meat alternative can be used to reduce the impact of animal agriculture and help improve world nutrition

#Robots

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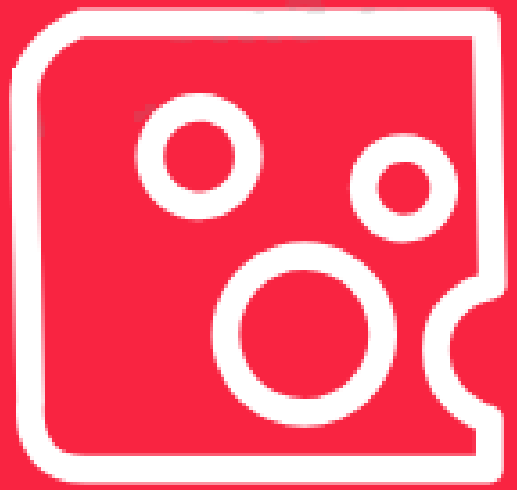

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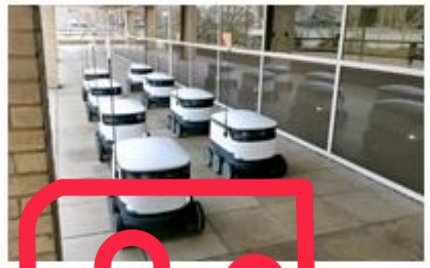
Creating Intelligent Robots to Eat the Future

COMING 2019



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Food Tech Robotics Investment

Mapa de las empresas emergentes que sacuden la industria de servicios de alimentos con robótica.

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Robotic waiters

- BEARROBOTICS — $3,8M
- savioke — $3,8M
- aeolus robotics — $30,4M

3D Food printer

- print2taste
- Choc Edge
- BeeHex
- $1,3M
- nu
- by flow

Bartending

- $1,9M
- SOMABAR
- Smart Bar USA
- Epicure
- KUANTOM
- bb BlendBow
- $1M
- RUBINNO
- MAKR SHAKR
- BARSYS
- BARBOTICS

Cooking robots

- $25M — spyce
- $48M — Zume Pizza
- Mechanical Chef
- nymble
- $18M
- $10M — MISO ROBOTICS
- MOMENTUM MACHINES
- $6M — eatsa
- GRIMMCHEF
- $2M — MOLEY

Self-driving delivery robots

- $42,2M — STARSHIP
- $10M — marble
- $92M — nuro
- $9M — boxbot

EKIM

$2,5M

Kiosks

- MONTY
- frobot
- CAFEX — $14,5M
- chowbotics — $48M
- teaBOT
- BRIGGO — $14,3M

+$500M

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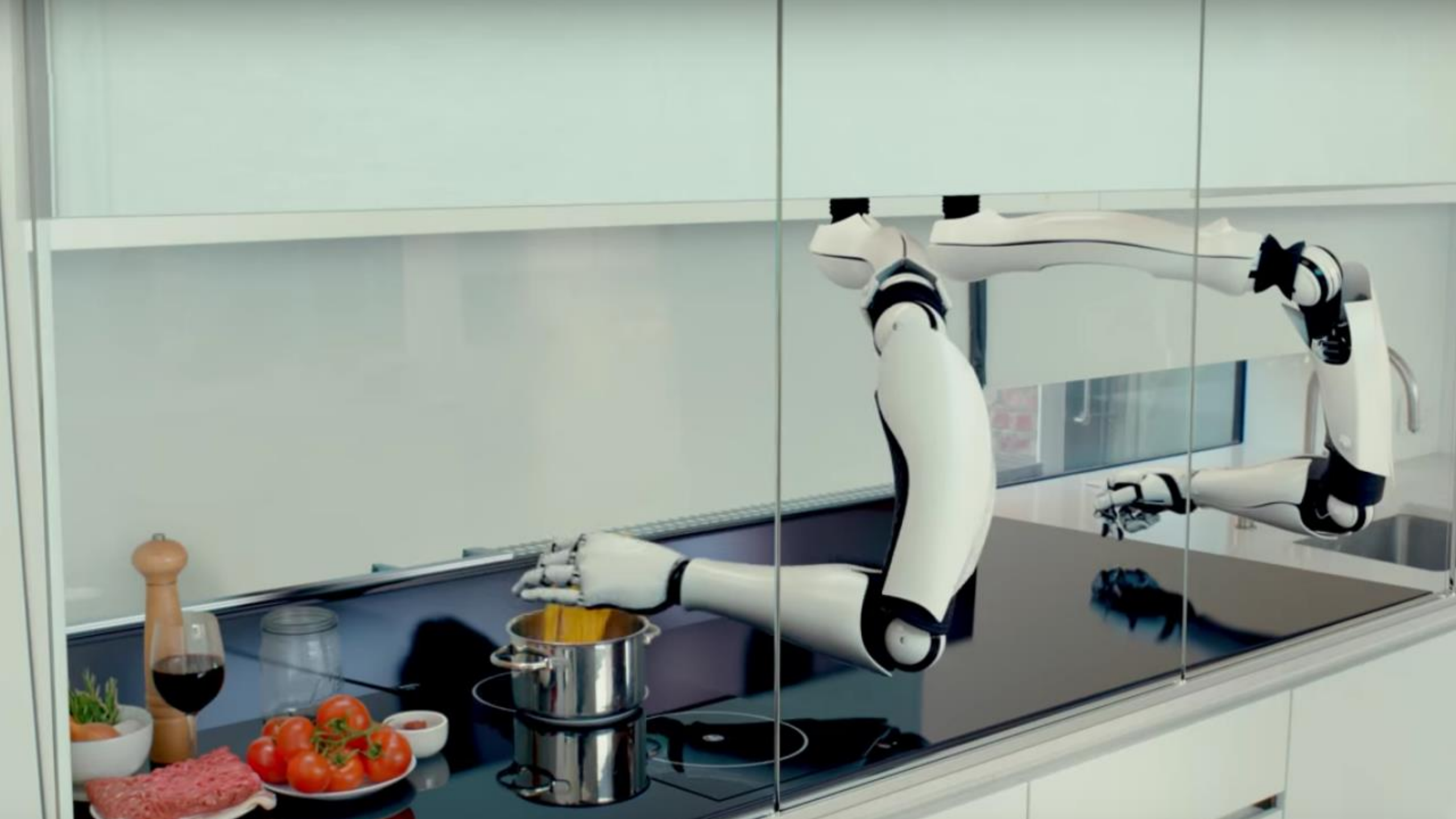
Moley Robotics @MoleyRobotics · 13 min

Imagine having an iTunes style library of 2000 recipes for your #Robot #Chef at your fingertips! On sale 2017 #foodie



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DROP OFF
CAUTION
WWW.FENCESPIZZA.NET
DOWNLOAD THE APP
WWW.FENCESPIZZA.NET

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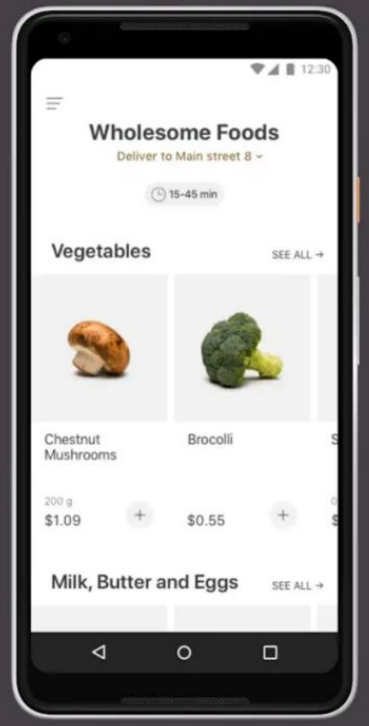
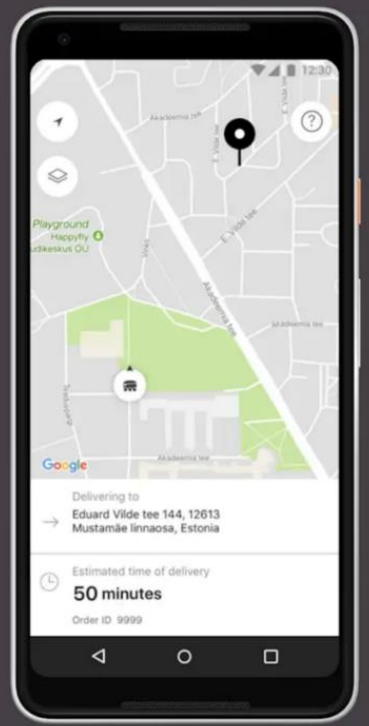
STARSHIP

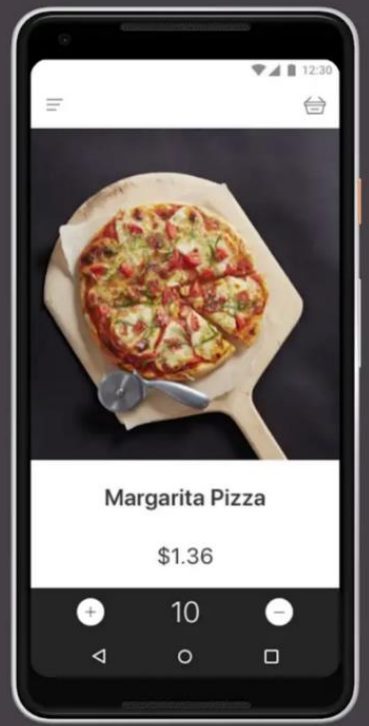
Order from businesses in your neighborhood



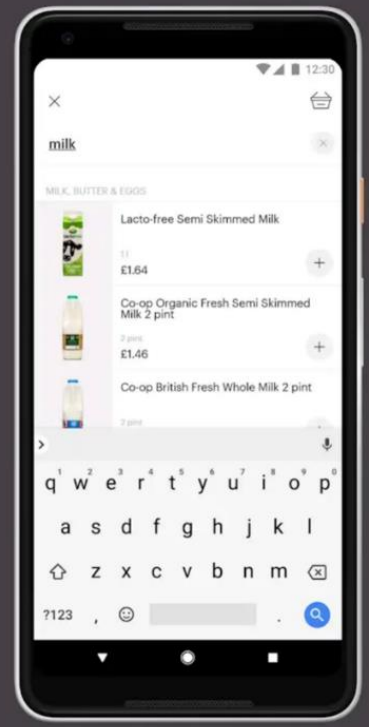
Our autonomous robots deliver in under 1 hour



Campus meals delivered to your office



Find essential grocery from your local store



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People kicking these food delivery robots is an early insight into how cruel humans could be to robots

Isobel Asher Hamilton, Business Insider 9 Jun 2018 10:01h.

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JAN 30, 2018 @ 09:00 AM 10,554

2 Free Issues of Forbes

Ex-Google Engineers Raise $92 Million To Roll Out Robot Delivery Vehicles This Year

Alan Ohnsman, FORBES STAFF
FULL BIO

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Customize your drink via wechat

FOOD BY ROBOTS

ADD 2 BUNS
COOKED BURGER
Remove in 120 s
CHEESEBURGER
Remove in 120 s
CHEESEBURGER
Remove in 120 s
RAW BURGER
Flip in 10 s
RAW BURGER
Flip in 120 s
COOKED BURGER
Remove in 12 s
CHEESEBURGER
Remove in 50 s
RAW BURGER
Flip in 120 s
COOKED BURGER
Remove in 90 s
CHEESEBURGER
Remove in 20 s
MENU
PAUSE
HELP

WELCOME TO
THE FUTURE

#SelfDrivingDeliveryRobots

+

#AutomatedRestaurants =

?

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#Driverless

#NewUX

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#TasteFlavorsNotDishes

(The Spotify of Flavors)

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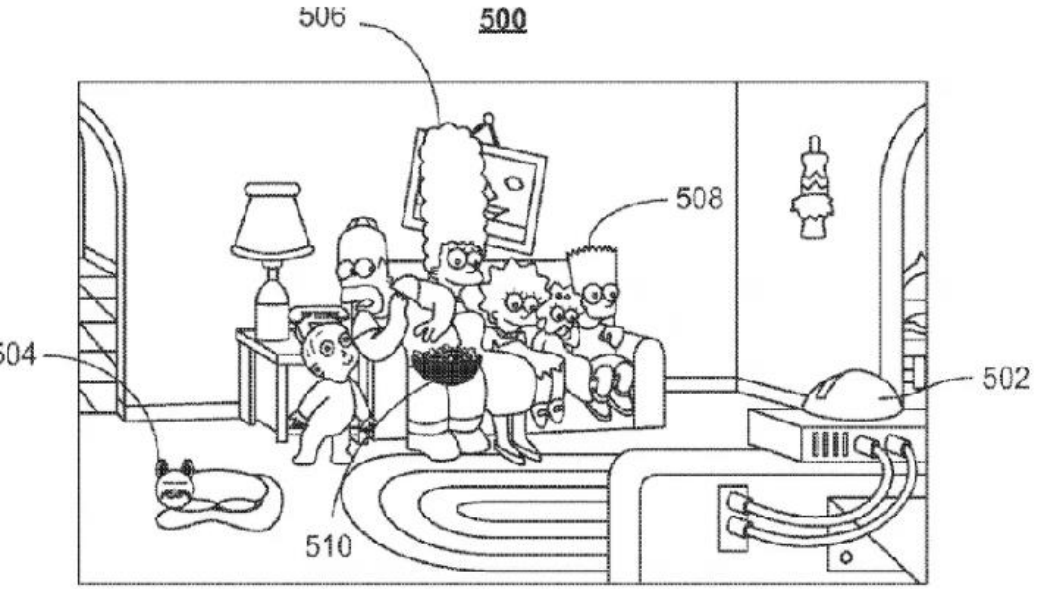
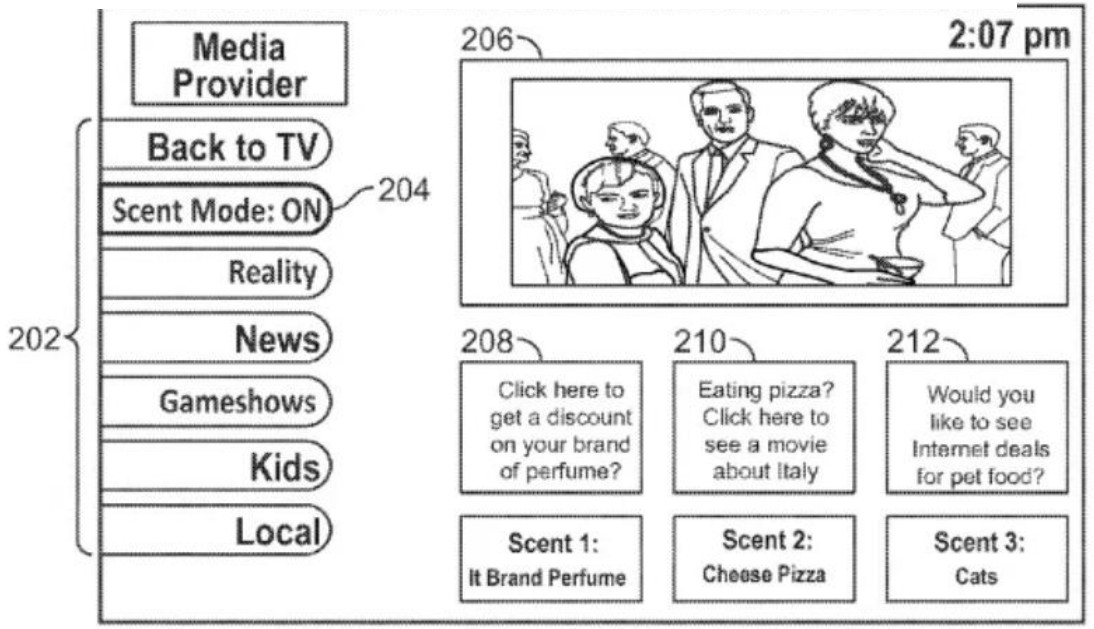
Smell-O-Vision? TiVo Has Patented A TV Guide That Can Smell Your Spaghetti





Guía de programación con detección de olores

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#NanoRobots

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#FoodComputers

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FOOD COMPUTER
open agriculture

#TeleportationFood

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¡THANK YOU!

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