

PLANETHAUS • NY CLIMATE WEEK 2026

Taste in the Age of AI

The machine can cook anything now. It still can't tell you what's worth wanting.

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The world's most valuable platforms don't just sell things. They learn your taste.



What you want to hear next



What will hold your attention



What stops the scroll



What you aspire to make or become



How you want to live, temporarily



What you are likely to buy

SEPHORA

What you will want on your skin



How movement should feel underfoot

Food is the most frequent choice we make — and the only one still running on fragmented signals.



WHY FOOD IS HARDER

Food taste isn't a click. It lives in the body, the memory and the world around us.

Sensory

Flavor, aroma, texture, color

Behavioral

Purchases, searches, substitutions, repeat use

Biological

Nutrition, allergens, metabolism, satiety

Cultural

Heritage, geography, ritual, identity

Situational

Price, availability, occasion, mood, company

So food doesn't need a recommendation engine. It needs a taste-intelligence layer.

WHY I SEE THIS DIFFERENTLY

I've worked in kitchens, laboratories, supply chains and algorithms.

I built Journey Foods because the industry had enormous amounts of product data — and almost no understanding of why something deserves to exist.

Scientist

What food actually is

Cultural observer

What the data misses

Technologist

What machines can infer

Founder

Building the layer that closes the gap



SOMEWHERE IN HERE



1926



TODAY

Taste is gone.

BEFORE

The recipe was the scarce thing

We were the architects of our neighborhoods

The imagery came out of our own kitchens

Balance was built into the plate



AFTER

Recipes are free and infinite

An algorithm draws the block instead

The imagery is AI-dreamed, nobody's kitchen

Balance is the first thing we lose

So let's go get it back.

THE TASTE-INTELLIGENCE INFRASTRUCTURE

Journey Foods connects what food is, what it could become, and who will want it.

Procurement buys cost, shelf life and volume. Nobody buys for taste — because nobody could measure it. So novelty never makes it down the supply chain.

Data layer

Ingredients · products · suppliers · procurement · formulations · nutrition · regulation

Taste-intelligence layer

Sensory patterns · cultural context · behavioral signals · human judgment

Action layer

Find → understand → formulate → source → launch → learn

110B

connected data points

Millions

of ingredients, products and suppliers

1

layer where taste finally becomes usable

THE PIE

Predict. Integrate. Experience.

P

Predict & infer

What attribute drove the choice. What they'd accept instead. What profile fits this market.

I

Integrate intelligence

Into formulation, supplier selection and procurement — where novelty is actually bought, or quietly killed.

E

Experience & evolve

Products, retail, restaurants, events, neighborhoods — real response feeding back in.

INFER TASTE → INTEGRATE INTO DECISIONS →

CREATE EXPERIENCES → OBSERVE RESPONSE ↩

Taste stops being an opinion collected at the end. It becomes intelligence applied throughout.





“

1924 → TODAY

I, too, am America.
*Tomorrow, I'll be at the table
when company comes.*

Langston Hughes — "I, Too," 1924

A hundred years ago, taste was a claim on a seat at the table
— before we rushed to sell everything. AI just raised the stakes.



COME HOME TO PLANETHAUS

The future worth building tastes like something.

Let the machines make the options infinite.

Let taste keep them worth wanting.



JOURNEY AI • THE PIE

