

GENIE - Genomic Evaluation & Nutritional Integration Experience

GUNDO · ADN Institut · i3S · Ametller Origen
DRG4FOOD Final Conference - Brussels, 22-23 Oct 2025

Speakers

Priscila Silva, Cofounder & CMO - GUNDO
Gerard Giménez-Ribes, Food Innovation Coordinator - Ametller Origen



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Current Context

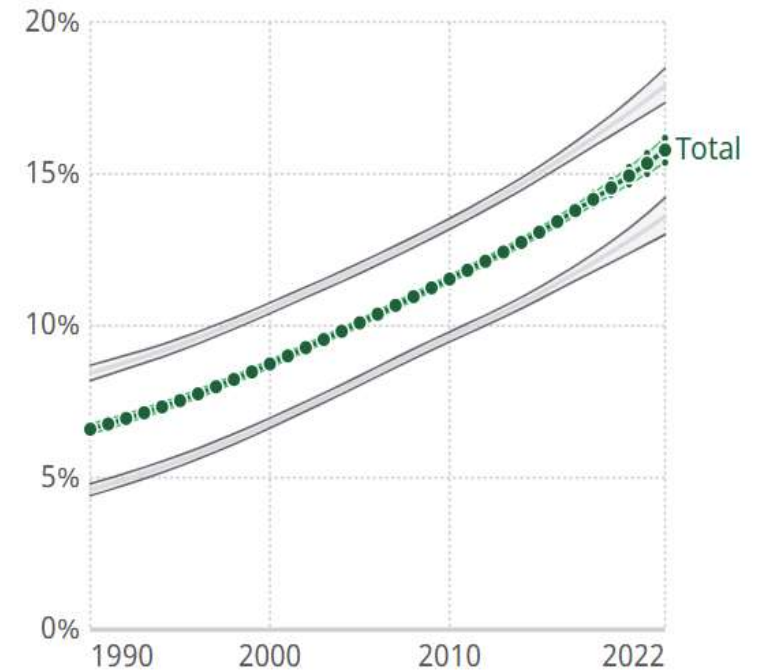
- The 21st century shows a growing trend in the **increase** of chronic-degenerative diseases such as **obesity, hypertension, and diabetes**.
- These diseases are already considered a **public health problem** and represent the main cause of hospitalization and death.



A **good prevention system** can significantly reduce public health costs and improve the quality of life of citizens.

Evolution of obesity in adults worldwide, BMI <30

1990 – 2022



Source: World Health Organization

Determinants of health

40%	25%	25%	15%
Environment & Social	Genetic	Lifestyle and behaviors	Health services

Setting the Stage: The Problem

- Consumers want **clear, tailored guidance** they **can act on**.
- **Generic advice** and the need to handle health data securely limit impact.
- **GENIE puts science and privacy by design** into the real **shopping journey**, delivering measurable results.

Solution - Innovation & Technology

Opt-in advanced layers

Genetics · Microbiome · Blood

Privacy by design

Granular consent · User data vault
GDPR-compliant on GCP

DRG4FOOD alignment

Data spaces · Traceability
Data sovereignty

PROFILE

User preferences & goalsProfile



SUITABLE / NOT SUITABLE

Personalized filtering



SMART SUBSTITUTES

Safer & healthier swaps



RECIPES & WEEKLY PLAN

Actionable guidance



HEALTHY CART

Checkout with confidence

Solution - Innovation & Technology



Bebida de soya na...

CLP\$2

Ag...

Calabaza Redonda Porción

CLP\$2

Calabaza Redonda

Peso: 1,49 €

EAN: 201356000000

[Añadir al carrito](#)

Ingredientes

Calabaza Buttr:

La calabaza butternut es un tipo de calabaza de invierno (Cucurbita moschata) que tiene un sabor dulce y a veces similar al de una calabaza. Tiene una piel beige y una pulpa naranja con una textura suave. La calabaza butternut es rica en vitaminas A y C, fibra dietética y antioxidantes.

Alérgenos

Septiembre 2025

Seleccionar días para comprar

Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado
	1 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción	2 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción	3 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción	4 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción	5 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción	6 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción
7 Desayuno 1 Porción Almuerzo 1 Porción Cena 1 Porción	8 Sin información	9 Sin información	10 Sin información	11 Sin información	12 Sin información	13 Sin información

Desayuno

Bol vegano de frutas y barra energética

Calorías 765

Proteínas 25g

Grasas 29g

Carbohidratos 101g

Ingredientes 100g de mandarina (1,5 unidades), 300g de plátano baby, 70g de frutos gaminados de lentíjolas, 70g de barrita energética de dátiles, higos, avellanas y plátano, 400ml de bebida de avena con calcio

[Quiero prepararlo](#)

Tus comidas de hoy

Desayuno

- Harmonía 130gr € (EUR)0.40 (1 unidad) [Añadir](#)
- Mandarina Categoría 1 € (EUR)0.00 (1 unidad) [Añadir](#)
- Manejo De Plátanos... € (EUR)2.59 (1 unidad)

Total: \$10.63

[Agregar todos al carrito](#)

Solution - Value Proposition

FOR USERS

- **Instant clarity:** Suitable / Not suitable.
- **Actionable path:** Smart substitutes + weekly plan & recipes.
- **Built-in adherence:** Reminders, one-tap add-to-cart.

FOR RETAILERS

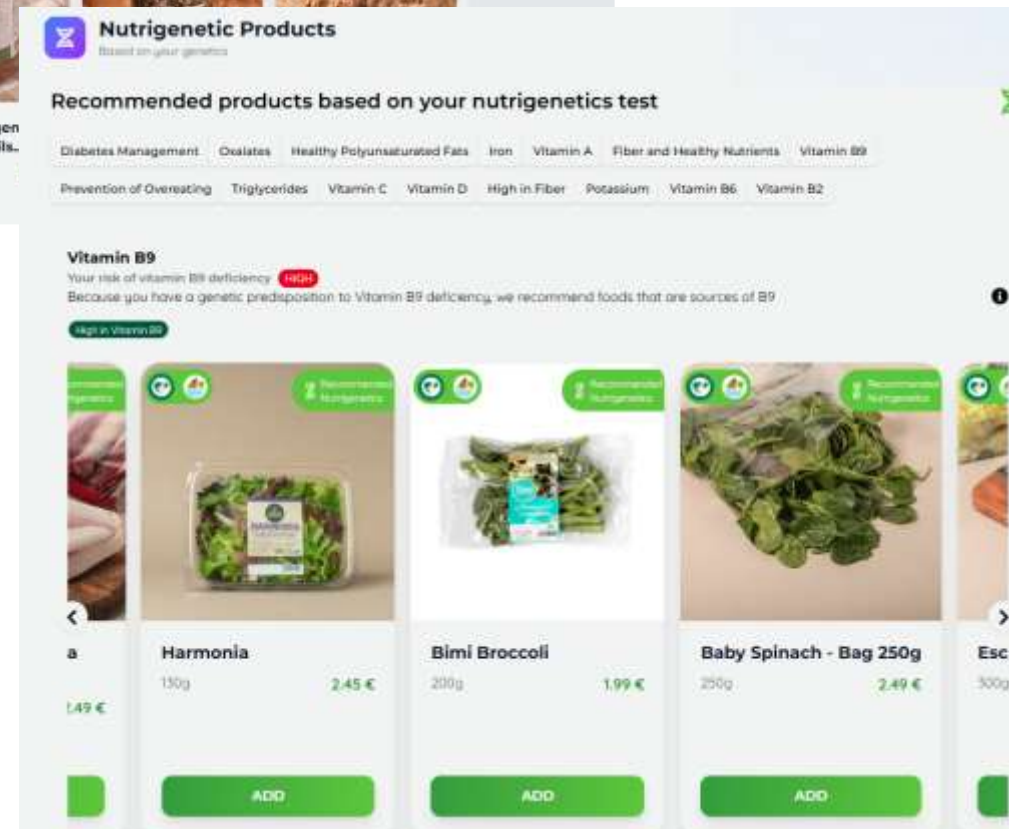
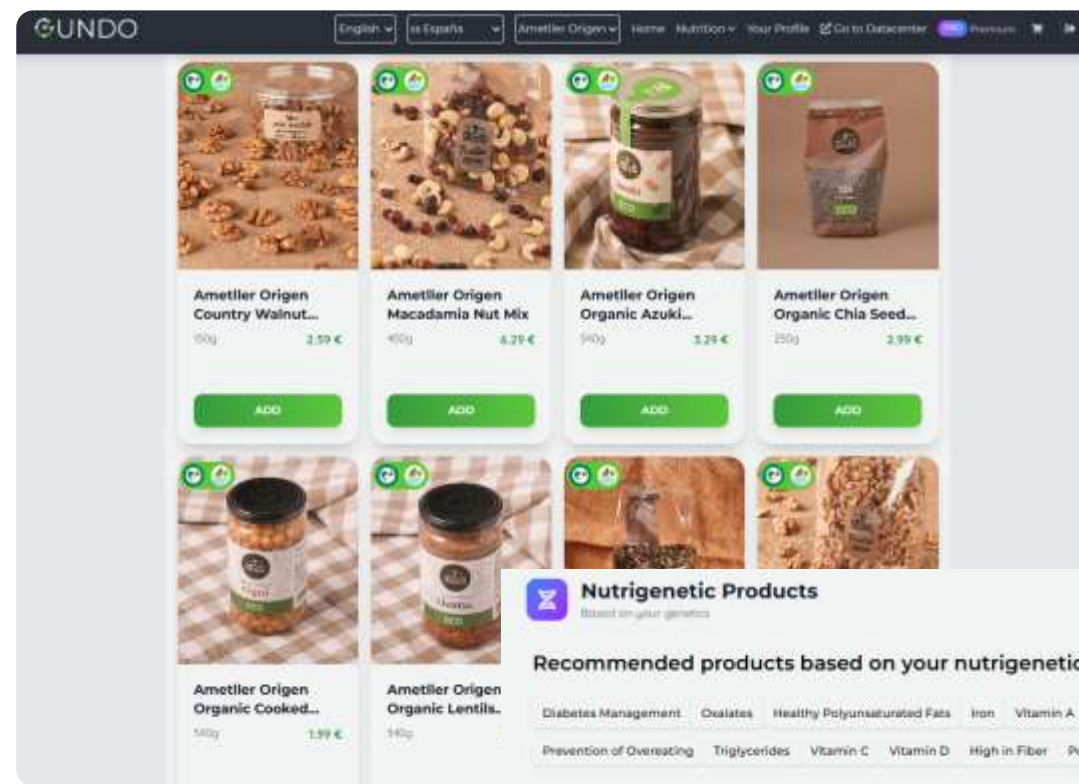
- **Higher healthy basket:** Customers choose more suitable items.
- **Loyalty & differentiation:** A helpful, trustworthy experience.
- **Easy rollout:** No heavy setup. White-Label.

Solution - In Retail

PLP - Category / Search

- **Badges:** Suitable / Not suitable at a glance
- **Best-match sort:** brings items that fit your profile to the top.
- **Quick actions:** one-tap add with helpful suggestions (e.g., from your nutrigenetics test).

Integrated with Ametller's live catalog




Solution - In Retail

PDP - Product Detail Page

- Deep info: tabs for **Nutrition, Ingredients, Allergens, Additives**, and NOVA - with **clear alerts** when something matters.
- Profiles tab: simple labels - Suitable, Not recommended, Not suitable - **by diets, conditions, and allergies.**

Go Back Essentials Fresh Gazpacho



Price 2.99 €

Weight 900 ml

EAN 8436607857808

Category Soups & Broths

Your profiles

Vegan Healthy eating

Add to cart

General Nutrition **Ingredients** Profiles

Ingredients

Source: Ametller Origen

Click on an ingredient to view its technical definition.

Vegetables (tomato, red pepper and garlic) Tomato Red Pepper Garlic Water Sunflower Vegetable Oil

Olive Oil Vinegar (contains sulphites) Salt Thickener (xanthan gum) Xanthan Gum

Allergens

Additives

Additives i

Notice: T

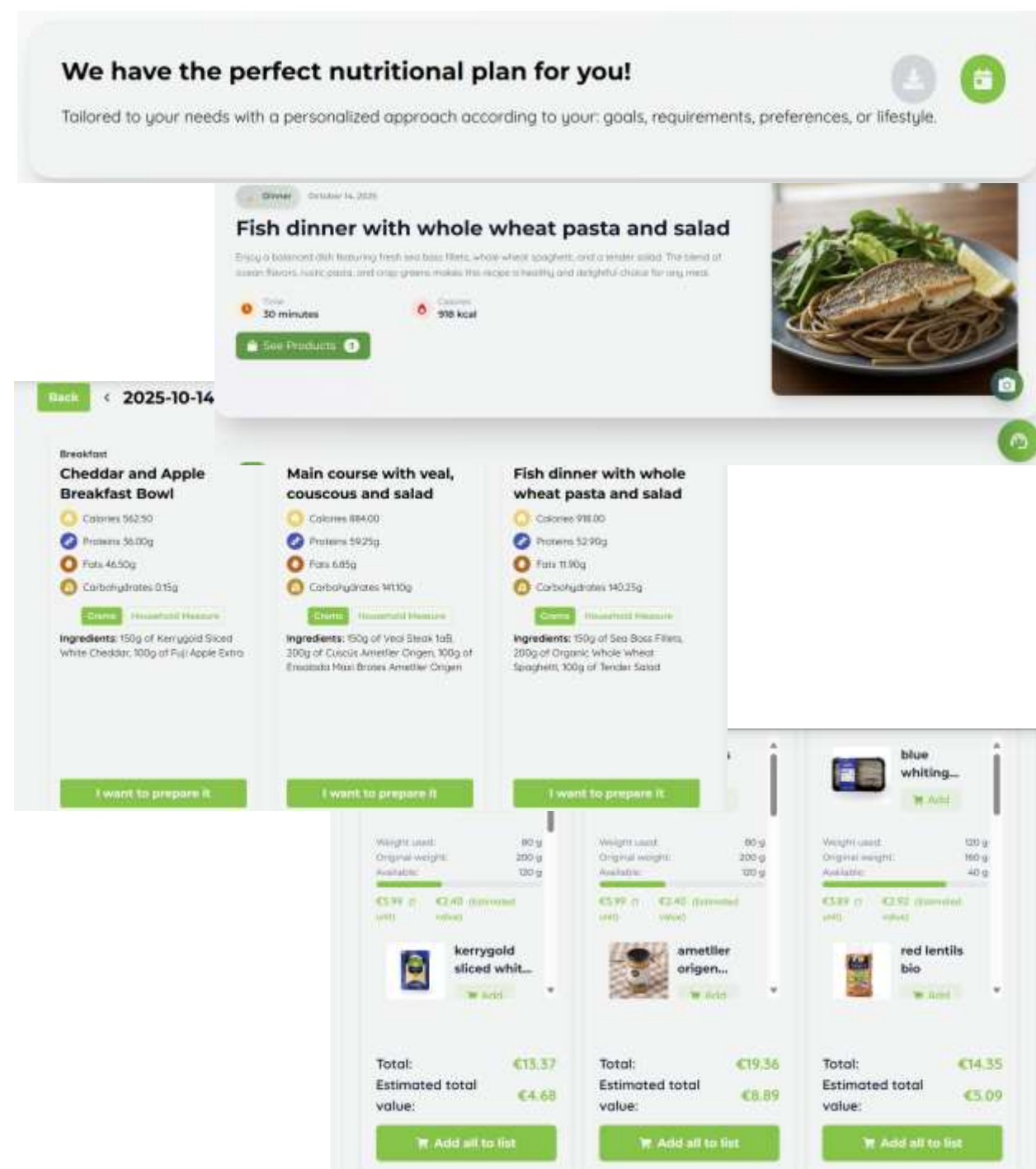
Xanthan

High-molecular-weight polysaccharide gum produced by fermentation of a carbohydrate source by Xanthomonas campestris, used as a thickening agent and stabilizer.

urate.

Solution - From Plan to Healthy Cart

- **Weekly plan** on a calendar (breakfast, lunch, dinner). Each meal shows **time, macros, and a recipe.**
- The **recipe lists exact products and quantities.** One tap adds products to your list.
- The list bundles everything into a **healthy cart.** Review, swap if needed, and **check out.**



Implementation - Deployment

Phase 1 - Employees

Internal test & UX feedback
Closed pilot to refine flows

Phase 2 - Customers

3,199 registrations in a few days

1,000 selected

Test logistics: 97.7% genetics · 93% microbiome returns

Impact - Results & Evidence - GENIE

Recruitment

3,199 sign-ups

single newsletter; target +320%

Engagement

7:07 min / session

71% followed 25–100% of recs.

Healthy basket value

+9% → +20%

per user (preliminary)

Volume

+6.2% → +16%

added quantity (preliminary)

Blood Test

78% volunteered

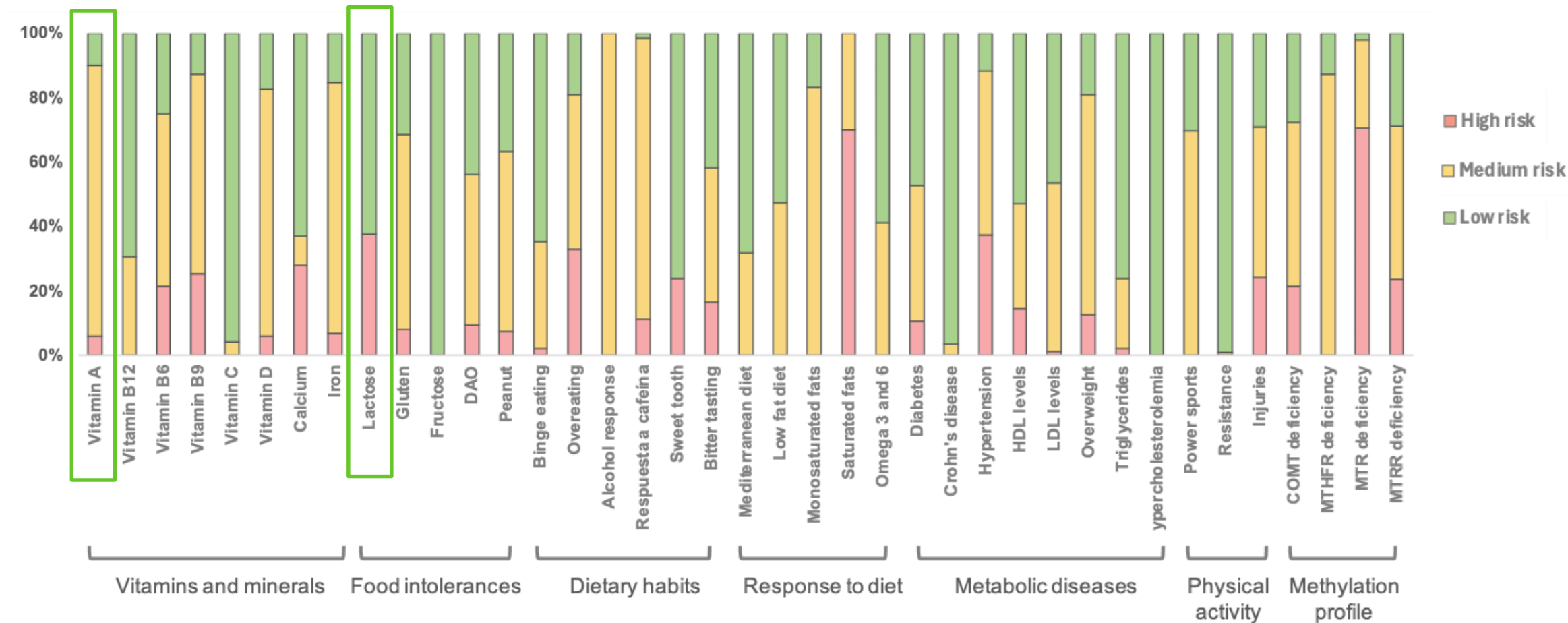
*clear willingness to share health data
for personalization.*

Kit returns

97.7% / 93%

genetics / microbiome

Impact - Results & Evidence - GENIE



LACTOSA (gen LCT) → freqGENIE 38% vs freqEUR 25% (+13%) vs freqIBERIAN 70% (-32%)

VITAMINA A (gen BCO1) → freqGENIE 52% vs freqEUR 44 (+8%)

Impact - User/Market Validation



VALUE

1



Personalization

"Valuable information about my health, microbiota, and genetics."

2



Clarity of results

"Show which foods are "friends" or "enemies" of each profile"

3



Planning support

"Shopping list directly based on my recommendations."



IMPACT

1



Less inflammation

"I feel better, digestively lighter, and I've lost weight."

2



Better sleep

"Less discomfort and inflammation, better rest, less anxiety."

3



More energy

"I noticed more energy and less heaviness in my digestion."

Going beyond a simple purchase

Scaling - Next Steps

Ametller Commercial Launch



Currently in **final negotiation** to make the solution available to **all Ametller's clients** in Q4 2025.

International Expansion



Preparing the platform to **launch internationally** in these **five markets** in Q4 2025.

Scientific Paper



Finishing the scientific paper by the **end of October** and sending it for **peer review** for **publication in Q1 2026**.

GENIE brings science & privacy by design to real shopping - and it works

Looking for: retail partners to scale
healthy baskets and loyalty

Open to: scientific collaborations
and validation studies



Linktree: project page, partners, social, slides, contacts



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