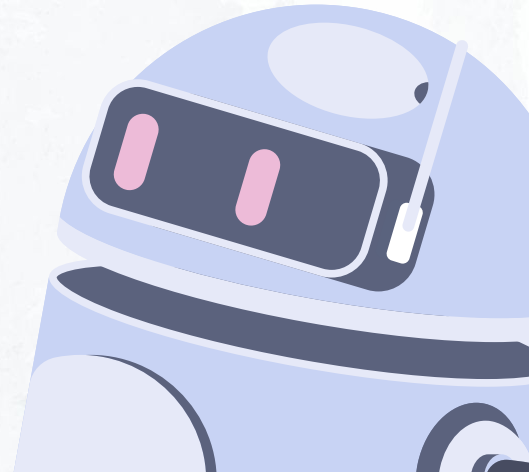


MSHK Presents →

AI on the Menu: The Future of Food & Beverage

FDGA



Hi, I'm Angus, and this is my professional background

1

Collaborated with Mingjai14 on AI



AI革命下誰勝誰負？AI的潛在危機與商機？ | 不正常人類...

mingjai14  145K views • 1 month ago

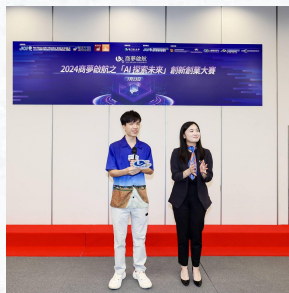
2

Co-Founder of Media Studio



3

Judge & Speaker for AI Competition



4

Digital Marketing Competition Winner



5

AI Corporate Training

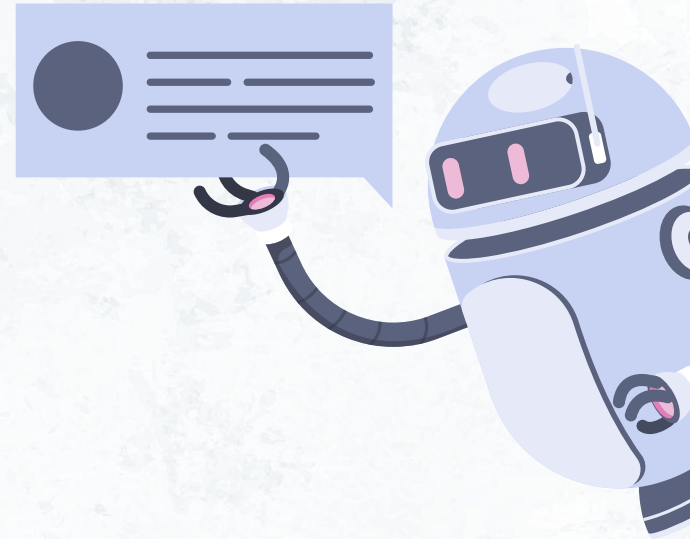


After this presentation,
you will be able to answer →

How will AI impact my business?

What are the different types of AI?

How do F&B companies use AI today?



Generative AI gained popularity because:

ChatGPT was the first popular Gen AI product

ChatGPT started gaining traction with its novelty factor

However, it soon found use by professional (mainly programmers, content writers, and artists) using it for a range of tasks

What are some use cases of AI do you think could happen in the near future?

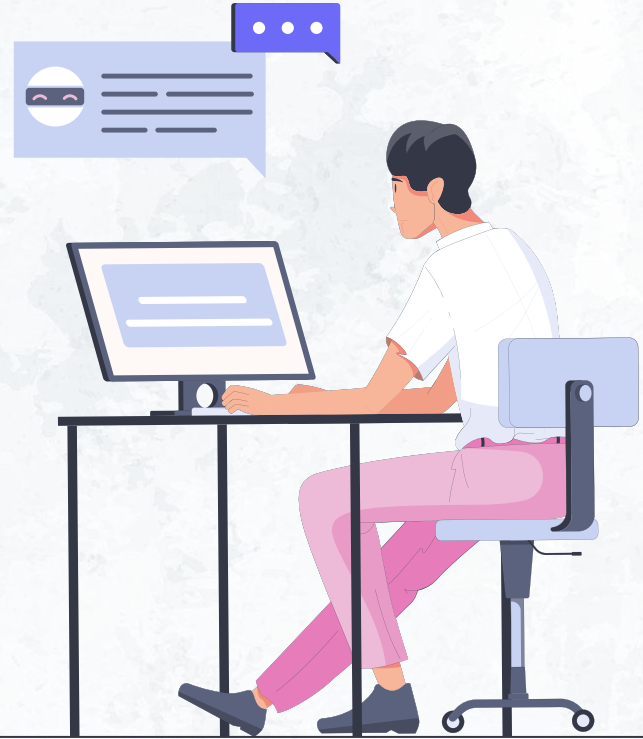
ChatGPT Sprints to One Million Users

Time it took for selected online services to reach one million users



* one million backers ** one million nights booked *** one million downloads
Source: Company announcements via Business Insider/LinkedIn

AI is no longer only
about corporations and
content creation.



01



Efficiency and Productivity

AI can help streamline workflows and increase productivity. For example, AI-powered tools can provide real-time assistance with tasks like data analysis, making it easier to draw insights and make decisions.

How AI Changes Work

02



Career Advancement

As AI becomes more prevalent, workers who can use these tools effectively will likely have a competitive advantage, while managers who can identify these workers will benefit the team's productivity

How AI Changes Work

03

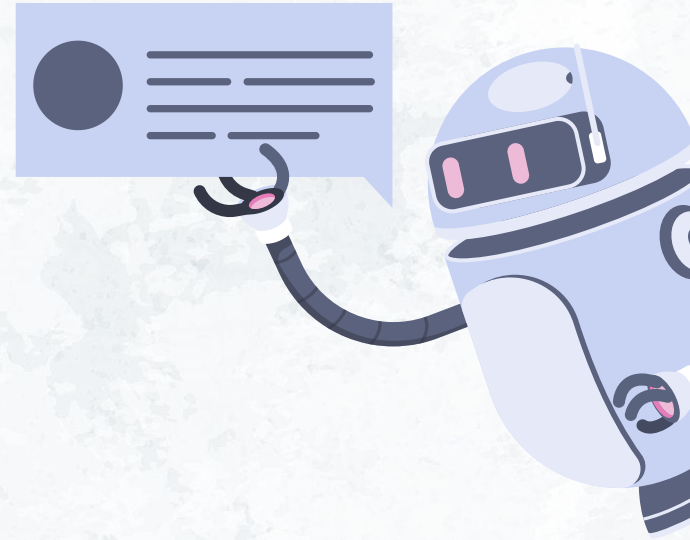


Adaptation to Future Work Environments

As more companies adopt AI technologies, becoming comfortable with AI will be crucial for adapting to future work environments. Understanding how AI works and how to use it effectively can make this transition easier.

How AI Changes Work

A few things you
need to know
about AI →



01 →

It's nothing new.

Different types of AI

AI Has Been a Part of Our Lives

Email Filter

1

2

Netflix/Facebook

Taobao/Google
Lens

3

4

Voice to Text



...and Also Institutional Use



These are all very different types of AI

Narrow AI

- Recommendations
- Email filters

Predictive AI

- Sales forecast
- Supply chain



Natural Language Processing/

Computer Vision

- Voice to text
- Image recognition

Generative AI

- Image/Text/Audio generation

02 →

**Don't trust AI 100%,
always verify**

Different types of AI

Lawyer apologizes for fake court citations from ChatGPT

By [Ramishah Maruf](#), CNN

Updated 3:28 PM EDT, Sun May 28, 2023



👤 SIGN IN

TECHNOLOGY

Google shares drop \$100 billion after its new AI chatbot makes a mistake

February 9, 2023 · 10:15 AM ET

By [Emily Olson](#)



PCMag editors select and review products [independently](#). If you buy through affiliate links, we may earn commissions.

Home > News > AI

OpenAI Confirms Leak of ChatGPT Conversation Histories

OpenAI CEO Sam Altman blames the exposure on 'a bug in an open source library.' A patch has been released, but the chat history sidebar remains inaccessible.



By [Michael Kan](#) March 22, 2023



what new discoveries from the James Webb Space Telescope can I tell my 9 year old about?

Your 9-year old might like these recent discoveries made by The James Webb Space Telescope (JWST):

- **In 2023, The JWST spotted a number of galaxies nicknamed "green peas."** They were given this name because they are small, round, and green, like peas.
- **The telescope captured images of galaxies that are over 13 billion years old.** This means that the light from these galaxies has been traveling for over 13 billion years to reach us.
- **JWST took the very first pictures of a planet outside of our own solar system.** These distant worlds are called "exoplanets." Exo means "from outside."

These discoveries can spark a child's imagination about the infinite wonders of the universe.

03 →

**Patience and
communication get the
best results**

Different types of AI

04 →

There's more than ChatGPT and OpenAI

Different types of AI

Some AI tools I recommend

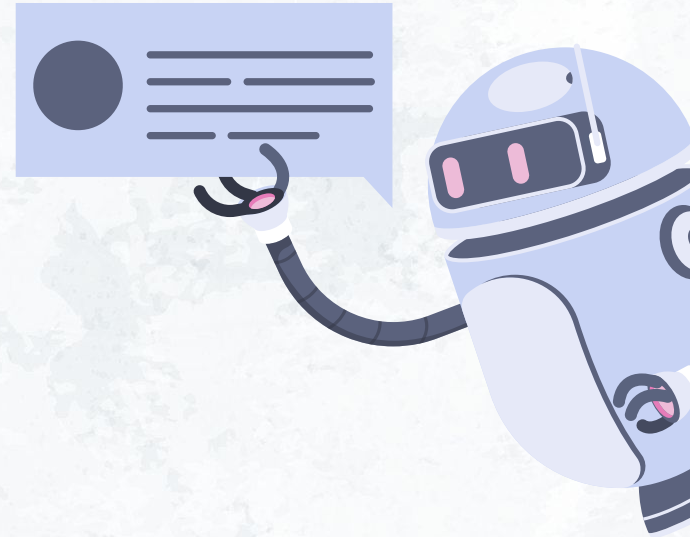
(1) Bing.com →

Bing.com's Copilot is a free AI tool with web-browsing capabilities that isn't blocked in Hong Kong.

(2) ChatPDF.com →

ChatPDF.com is a tool that lets you interact with your PDF documents as if they were human, making it ideal for quickly extracting information or answering questions from large PDF files such as manuals, essays, legal contracts, books, or research papers.

AI in the Food and Beverages Industry →



International →



“We are using digital tools and building capabilities for greater collaboration across the Kellanova globe,” Salmon states. “We recently launched Microsoft Copilot for the Web to help creativity, enhance skills, and get things done faster safely and securely.”

<https://www.digitalcommerce360.com/2024/02/29/kellogg-spinoff-kellanova-doubles-down-on-digital-transformation-and-commerce/>



Nestlé Uses AI and Data Science to Battle Environmental Challenges in Coffee Production

“We started this early on with the launch of NesGPT, our internal version of ChatGPT, ... it’s been incredible to see how our employees are leveraging the platform to support work across different functions like sales, product innovation, marketing and legal.”

<https://www.nestleusa.com/stories/unlocking-new-opportunities-gen-ai>
<https://consumergoods.com/nestle-uses-ai-and-data-science-battle-environmental-challenges-coffee-production>

Coca-Cola

Create Real Magic Campaign



<https://www.createrealmagic.com/>

<https://www.coca-colacompany.com/media-center/coca-cola-invites-digital-artists-to-create-real-magic-using-new-ai-platform>



China/Hong Kong



康師傅

7月10日，企業數智化軟體及服務供應商「用友」在官網發布消息稱，它與康師傅百飲達成了合作，後者引入基於用友企業服務大模型YonGPT的AI面試。

<http://www.xinhuanet.com/food/20240105/7ecc2bb35f8442e1821b93bef1aa2627/c.html>

Hi 海底撈

“早在2018年10月，海底撈耗时三年、斥资1.5亿元打造第一家智慧餐厅在北京中骏世界城开业，成了当时新晋‘网红’。”

“海底撈相关负责人介绍到，从2022年底海底撈开始做AI巡店系统的探索，2023年开始小范围试点并建立模型，再推广到全国门店使用并持续迭代更新。”

<https://zhuanlan.zhihu.com/p/679561301>
<https://baijiahao.baidu.com/s?id=1800361274084106439&wfr=spider&for=pc>

夸父炸串

“不用说AI，就连数字化其实都离部分餐饮企业较远。当夸父炸串看到AI出现的那一刻，便认为其能够解决从软件到交付结果的过程，于是便孵化了个AI小团队。”夸父炸串创始人袁泽陆兴奋地说道，目前夸父炸串的客服热线已经由AI全天候接管了

<https://baijiahao.baidu.com/s?id=1800361274084106439&wfr=spider&for=pc>



7-Select AI生成「多重滋味宇宙」



<https://www.thestandard.com.hk/breaking-news/section/4/205434/ERROR's-Dee-Gor-takes-the-plunge-into-7-SELECT's-AI-powered-Foodie-verse>



What can we learn from them?

- (+) AI application can be big or small in scale
- (+) AI can improve an F&B business directly (e.g. QA, automated ordering etc) and indirectly (e.g. HR, CS)
- (+) AI can also be a subject of marketing to appeal to the younger generation
- (+) Knowing about these topics make you ahead of the curve in terms of AI-readiness

Q&A Session

