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Leveraging AI and ChatGPT for Food Marketing: A Bikanervala Case

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Abstract

Bikanervala is a well-known Indian restaurant chain known for its wide selection of delicious sweets, snacks and traditional North Indian dishes. This study examines how Bikanervala, a well-known Indian food brand, used AI and Chat-GPT to improve their food marketing strategy. Bikanewala intend to use cutting-edge technology to attract customers, streamline marketing efforts and to provide a personalized dining experience. As Bikanervala continues to leverage AI and ChatGPT, as the possibilities for culinary discovery are endless. AI is capable of suggesting fusion dishes that combine traditional Indian flavours with world cuisines. Imagine menus evolving in real time based on customer feedback, refining and perfecting new creations with each iteration. The integration of AI will not compromise the trust Bikanewala has cherished for generations. Rather, it reinforces the brand's commitment to providing a memorable dining experience. By seamlessly blending tradition and innovation, Bikanewala is rewriting strategy in the culinary industry and setting new standards in personalization, efficiency and creativity. In a world where technology is transforming every aspect of our lives, Bikanewala is a role model for how AI can be used to improve the artistry of cooking. As we step into this new era of gastronomy, Bikanewala and its AI-powered revolution are leading the way, inspiring our taste buds like never before.

Keywords – Chat GPT, Food Marketing, Bikanerwala, Innovation, Personalization, Food Brand