

Accelerating R&D with GenAI

# From ideation to impact

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# Meet Nestlé, the biggest Food & Beverages company

Providing  
safe, quality  
nutrition for  
**155+ years**

**2,000+**  
brands  
worldwide

Number of  
countries we sell in  
**185**

**337**  
factories  
in 75 countries

**CHF 1.7**  
billion  
in annual R&D  
investment

**CHF 91.4**  
billion  
Group sales  
in 2024



**1 billion**  
Nestlé  
products sold  
every day

# Need for more targeted innovation and higher speed



Optimizing product development is especially challenging today:

- Uncertainty due to geopolitical tensions, regulation and climate change
- Rapidly-evolving consumer needs and preferences Market
- fragmentation and niche-player competition Supply chain
- challenges: sourcing, inflation, regulation

At Nestlé, we feel all these challenges... at scale

“As a global food company with products reaching **billions of people around the world**, we aim to work faster and more efficiently, while ensuring that our solutions are adapted to the local context and individual needs.

With **food systems under pressure**, we must find ways to manage tradeoffs between taste, nutrition, sustainability, and affordability.”



**Dr. Stefan Palzer**  
Chief Technology Officer

# Super simplified innovation process



## Insights and trends

- Consumer behaviors Trends:
- Social, regulation
- Possibilities: Science, technology, new markets

## Concepts and

“  
reasons to  
believe  
”  
creation

- Concept generation
- Feasibility check

## New and renovated products

- Prototypes, formulation
- Consumer tests Physical
- testing

# Where can **GenAI** help? Volume + speed



## **MORE** Insights and trends

- Behavior surfacing
- Trend surfacing
- Cross-reference possibilities

## **MORE** Concepts and “reasons to believe”

- Volume of ideas
- Volume of concepts
- Accelerate checks

## **FASTER** New and renovated products

- Prototype in silico
- Simulate consumers
- Test in silico

# 5 GenAI examples at Nestlé R&D



## **MORE** Insights and trends

1. Science scouting: **from days to minutes**
2. Time and headspace back: **10'000+ hours per week**

## **MORE** Concepts and “reasons to believe”

3. Concept generation: **20-50% faster**



## **FASTER** New and renovated products

4. New packaging materials: **from years to months**
5. Plant breeding and farming: **high-yielding, drought-resistant coffee varieties**

**Thank you!**

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