



Enterra Solutions Recognized as CGT Editor's Pick for Third Time

Enterra's cognitive computing platform ranks it among the best and most promising companies serving the consumer goods industry

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NEWTOWN, Pa.--([BUSINESS WIRE](#))-- For the third time in four years, [Enterra Solutions, LLC](#) has been named as an Editor's Pick in [Consumer Goods Technology's \(CGT\) Readers' Choice issue](#) as a company "poised to make a substantial impact on the consumer goods industry with innovative and necessary tools."

Enterra earned the honor through its work applying its Cognitive Reasoning Platform to [McCormick & Co.'s](#) food, sensory, and culinary science initiatives. Enterra has played a key role in the data science behind McCormick's [FlavorPrint](#) tool, which matches home cooks' flavor preferences with recipes and spices best tailored to their tastebuds. The multi-year partnership is advancing insights and services to better serve consumers and its ecosystem of food and beverage partners.

"Enterra Solutions provides CPG organizations the cognitive computing platform and know-how to bring big data to life through advanced digital marketing and value chain solutions," said Alliston Ackerman, Editor of CGT. "This is just one example of Enterra's creative approach to emerging supply chain challenges that sets it apart in its field."

The annual CGT Readers' Choice issue draws on feedback from consumer goods executives to rank service and solution providers in multiple supply chain categories, including the omnibus category Editor's Picks, which recognizes companies that "often don't fit snugly into CGT's larger Readers' Choice Survey categories due to their smaller size or niche focus. Nonetheless, they have been strongly endorsed by consumer goods executives in conversations with our editorial team throughout the year and deserve to be recognized for their contributions to the industry."

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for CPG companies looking to gain an advantage,” said Stephen DeAngelis, President and CEO of Enterra Solutions. “The power of cognitive computing will help companies uncover new methods of understanding and connect with customers to meet demand or optimize the supply chain at every level. Our recognition among the best in the consumer goods industry underscores the hard work of our talented team and the inventive initiatives of our partners like McCormick.”

Enterra continues to broaden the number of sectors in which its Cognitive Reasoning Platform can play a role. This unique technology is adaptable and powerful enough to provide big data analytics and insights in any number of settings.

About Enterra Solutions

Enterra Solutions[®], LLC brings the promise and power of Big Data analytics and insights to corporations, organizations and governmental agencies through cognitive computing and analytical insights. The firm’s Cognitive Reasoning Platform™ performs Big Data semantic and computational analytics, producing insights that improve decision-making and create efficiencies across complex systems in a wide range of industries, including retail, pharmaceuticals, chemicals, and national security. For more information about Enterra Solutions, please visit www.enterrasolutions.com.

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