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**FOR IMMEDIATE RELEASE:**

**Enterra's Cognitive Reasoning Platform™ brings era of Big Data to consumer packaging industry**

**Orlando, FL — October 28, 2013 —** [Enterra Solutions, LLC](#), a leading-edge cognitive computing and big data analytics and insights firm, announced today from the [Consumer Goods Business and Technology Leadership Conference](#) that it has signed a multi-year contract with [McCormick & Company, Inc.](#), to bring the power of big data to its industry-leading food science, sensory science and culinary knowledge to support innovation and growth.

Under the agreement, McCormick will use Enterra's Cognitive Reasoning Platform™ to develop insights and services to better serve consumers and its ecosystem of food and beverage partners.

Big data promises to revolutionize the consumer products industry through an ability to capture, curate and analyze vast amounts of complex and disparate data to uncover and understand non-obvious connections between consumer wants and needs and the innovative new products and marketing techniques needed to support them.

“McCormick is on a mission to save your world from boring food,” states Jerry Wolfe, CIO of McCormick. “By enhancing our knowledge of the eating experience lifecycle with advanced analytics and insights, McCormick will better understand consumer taste preferences around the world and extend our brands as services to help consumers create great tasting food linking inspiration with action. Enterra provides our team with a unique cognitive computing platform and talented multi-disciplinary team to work with to develop and deploy new big data driven insights.”

“Global leaders like McCormick want to understand more about consumer needs and preferences,” says Stephen DeAngelis, President and CEO of Enterra Solutions. “By partnering with McCormick to leverage its sophisticated food sensory science capability and its understanding of the eating experience, we believe that we will unlock emergent taste and lifestyle differences across the globe and create actionable insights associated with local consumer food preferences and associated shopping behaviors.”

### **About Enterra**

Enterra Solutions, LLC (Enterra) is cognitive computing and analytics firm that has created an advanced cognitive computing system, the Enterra Cognitive Reasoning Platform.<sup>TM</sup> Enterra utilizes its generalized Platform to perform big data semantic and computational analytics and insights for companies and governmental agencies in the Consumer Products/Retail, Pharmaceutical, Chemical and National Security Industries. Enterra’s Solution-as-a-Service offerings focus on Digital Path-to-Purchase (DP2P), Personalization and Targeted Marketing Analytics/Insights, Supply Chain Execution, and Secure Information Sharing. For more information about Enterra Solutions, please visit [www.enterrasolutions.com](http://www.enterrasolutions.com).