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BuzzFeed launches 'Botatouille' AI-powered culinary companion

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BuzzFeed Inc. launched “Botatouille,” an AI-powered culinary companion designed by Tasty to revolutionize the cooking, meal prep and shopping experience for Tasty's global community. In the Tasty app, users can have a real-time conversation with “Botatouille,” a chatbot, by asking cooking questions like: what recipes can I make with the ingredients in my fridge?; how long do you cook salmon?; and how do you clean cast iron?

Botatouille, Tasty’s AI sous chef, marks the first AI utility product developed by Tasty and showcases the power of artificial intelligence for good. From searching for food and recipe ideas, to planning weekly meals and discovering recipes based on the ingredients in your fridge, Botatouille can assist. The Tasty chef bot will launch in the Tasty app for the brand’s most loyal users, allowing them to have a personalized culinary assistant on their phone — whether in the kitchen, at the store, or on the go.

“We developed Botatouille with our audience in mind; bringing together Tasty’s culinary insights and innovative AI technology to help our community navigate every part of the cooking process,” said Tasty General Manager Hannah Bricker. “We’re excited to collaborate with our users to continue adapting and improving this AI-powered chefbot based on their feedback — leveraging new technologies to enhance the cooking experience online and in the kitchen.”

Tasty, renowned for creating food content, garners over 1 billion cross-platform views each month, making it one of the largest and most engaged food communities on the internet.

Botatouille is currently exclusive to the iOS version of the Tasty app, and will be available to Android devices next.

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