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Global FoodTech Solution spreads into South-East Asian market

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The AI-based SaaS (Software-as-a-service) company, Yanolja Cloud has launched a global FoodTech solution joint venture named 'Gusto X', with BlueBasket, the food distribution company headquartered inÂ Singapore.

The vision of Gusto X is to lead the global FoodTech industry based on the SaaS solution of 'Yanolja F&B Solution', the subsidiary of Yanolja Cloud, and the infrastructure and expertise that BlueBasket has developed in the F&B (Food and Beverage) industry.

First, Gusto X will reinforce the digital infrastructure for restaurants and the F&B distribution chains that have been operated offline mainly. Also, it will support differentiated consumer experience and efficient store operation through Yanolja F&B Solution's SaaS solution that covers store operation, reservation, consumer management, etc.

"Gusto X will offer a brand-new F&B experience to global consumers," saidÂ Yeojin Kim, the CEO of BlueBasket. "We will create a new global F&B value chain that SaaS solution technology and experience combined, and plan to lead the Southeast Asian F&B market starting fromÂ Singapore."

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