

Nestle partners with JD for nutrition smart speaker

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Nestlé XiaoAI is built on JD's best-selling DingDong smart speaker system, and features Nestlé's custom recipes, music, and nutrition advice. In addition to Nestlé XiaoAI, all of DingDong's speakers will also contain this Nestlé content. A limited edition beta version of Nestlé XiaoAI is now available on JD.com.

Nestlé Greater China Chairman and CEO Rashid Aleem Qureshi stated that China is Nestlé's second-largest market globally and over the 30 years the company has been operating in China.

Qureshi also added that this innovative business model is part of a global trend to go beyond traditional products with "digital services" that add new layers of value: convenience, entertainment and education for healthier living. The technological expertise brought by JD enables DingDong speaker to play a key role in helping Chinese families develop and maintain healthy eating habits.