

— PREPARED FOR GOOGLE · FOOD, DRUG & CPG

Reinventing *grocery,* together.

An executive briefing on agentic grocery commerce — built natively on Google Cloud, grounded in food science, and engineered to turn every grocery committed-use dollar into measurable consumption.

PREPARED FOR

John O'Reilly · Director, Food, Drug & CPG, Google



I.

The moment *arrives.*

Four generations of grocers — from butcher shops in Springfield to today's agentic shelves — built grocery on one truth: *know your customer, serve your community.* Google + Delectable can scale that truth to every regional grocer in America.



Every consumer industry has been *reimagined* by AI — grocery is the one Google can win *first*.

Three eras of consumer commerce — and only one of them gets a grocer to her family dinner in under 30 seconds.

ERA 01 · 1995–2015

Traditional.

Keyword search.

The grocer paid for shelf space. The shopper scrolled. Search ranked by SEO, not by intent. Google indexed the web — but the grocery aisle stayed analog.

SHOPPER COST · 12+ MIN / CART

ERA 02 · 2015–2025

Conversational.

LLM chat & voice.

Gemini, ChatGPT, Claude answered questions. But without molecular food intelligence, every reply was a SKU hallucination waiting to happen — wrong on allergens, blind on inventory, naive on price.

SHOPPER COST · 4+ MIN / CART · STILL EDITING

ERA 03 · 2026 →

Autonomous.

The Perfect Cart.

Gemini + Delectable HyperGraphs **plan, decide, and execute**. Intent in — basket out — in under 500ms. Grounded in the grocer's catalog. 14× cheaper. 8× faster.

SHOPPER COST · <30 SEC / CART

Cloud grew **63%** last quarter.

\$20.03B in Q1 2026 — the strongest quarter in Google Cloud history. Backlog nearly doubled to \$460B. Grocery is the largest under-monetized vertical inside that backlog.

"Our enterprise AI solutions became our primary growth driver for Cloud for the first time. Revenue from products built on our gen AI models grew nearly 800% year-over-year."

— SUNDAR PICHAI · ALPHABET Q1 2026 EARNINGS CALL · APRIL 29, 2026

Every grocer with a Google Cloud contract is *under-consuming*.

30%

Committed-use spend forfeited.

Industry average for unutilized CUD commitments on enterprise contracts. Grocers buy Vertex AI capacity to "be AI-ready" — then never ship the workloads that consume it. Delectable changes that on day one.

\$69^B

Retail-media TAM Google can capture.

Amazon Ads and Instacart Ads have 70% of this. With Delectable Ads sitting on a grocer's own Gemini-backed Perfect Cart, Google Ads becomes the activation layer — measured ROAS, closed-loop attribution.

14^x

Lower cost per Gemini call.

Delectable's deterministic pre-resolution layer answers ~80% of grocery queries before they hit Gemini Pro. The other 20% are reasoning queries Gemini is uniquely positioned to win. Margin stays high, volume goes up.

THE OPPORTUNITY FOR GOOGLE

Delectable is the consumption engine that activates committed Cloud spend, lights up Gemini Enterprise CX adoption, and routes CPG retail-media dollars through Google Ads.

The Agentic Layer of grocery will be locked in *eighteen months*.

Kroger announced Gemini Enterprise for CX in January. Albertsons in September. The Home Depot expanded its partnership in January. Google has won the headlines — but grocery vertical IP is still up for grabs.

DARSHAN KANTAK · VP, APPLIED AI · GOOGLE CLOUD

"Kroger is pioneering the future of commerce by embracing true generative and agentic AI at the heart of their customer journey."

THE 18-MONTH MAP · NOW → Q4 2027



Q2-Q3 2026 · WINDOW OPEN

Lighthouse pilots.

3 Tier-2 regional grocers ship Delectable on Gemini + Vertex. Co-published reference architecture.



Q4 2026 - Q2 2027 · SCALING

Kroger + Albertsons depth.

Delectable enrichment layer drops onto existing Kroger/Albertsons Gemini deployments — same Google contract, deeper consumption.



Q3 2027 · WINDOW CLOSING

Amazon vertical play.

AWS ships Bedrock-Grocery as a vertical bundle. Switching cost on Vertex spikes. Defection risk for Tier-1 grocers compounds.



Q4 2027 · OUTCOME

System of record.

Whoever ships the agentic grocery shelf first owns the next decade. Google + Delectable, or someone else.

III.

A Google house already built.

Delectable runs on Firebase, Cloud Run, Vertex AI, BigQuery and Gemini Pro today — not in a future SOW. Our consumption isn't a slide; it's a P&L line in our infrastructure budget.



Not a future commitment. *A production architecture.*

Every workload in the Delectable AXP stack is running on Google Cloud today. 21 distinct Google services in production. Zero AWS. Zero Azure. **Our loyalty is architectural, not marketing.**

01 Google-native.

Firebase for auth + hosting + analytics. Cloud Run for our 8 microservices. BigQuery for analytics, Postgres pgVector for retrieval, Vertex for model build/run, GCS for storage, IAM for identity. **21 Google services. One vendor.**

02 Gemini-grounded.

Gemini Pro is our reasoning model for the 20% of grocery queries that require deep inference. The other 80% are answered deterministically by our HyperGraphs — protecting Gemini's margin AND raising its win rate vs. Claude.

03 Consumption multiplier.

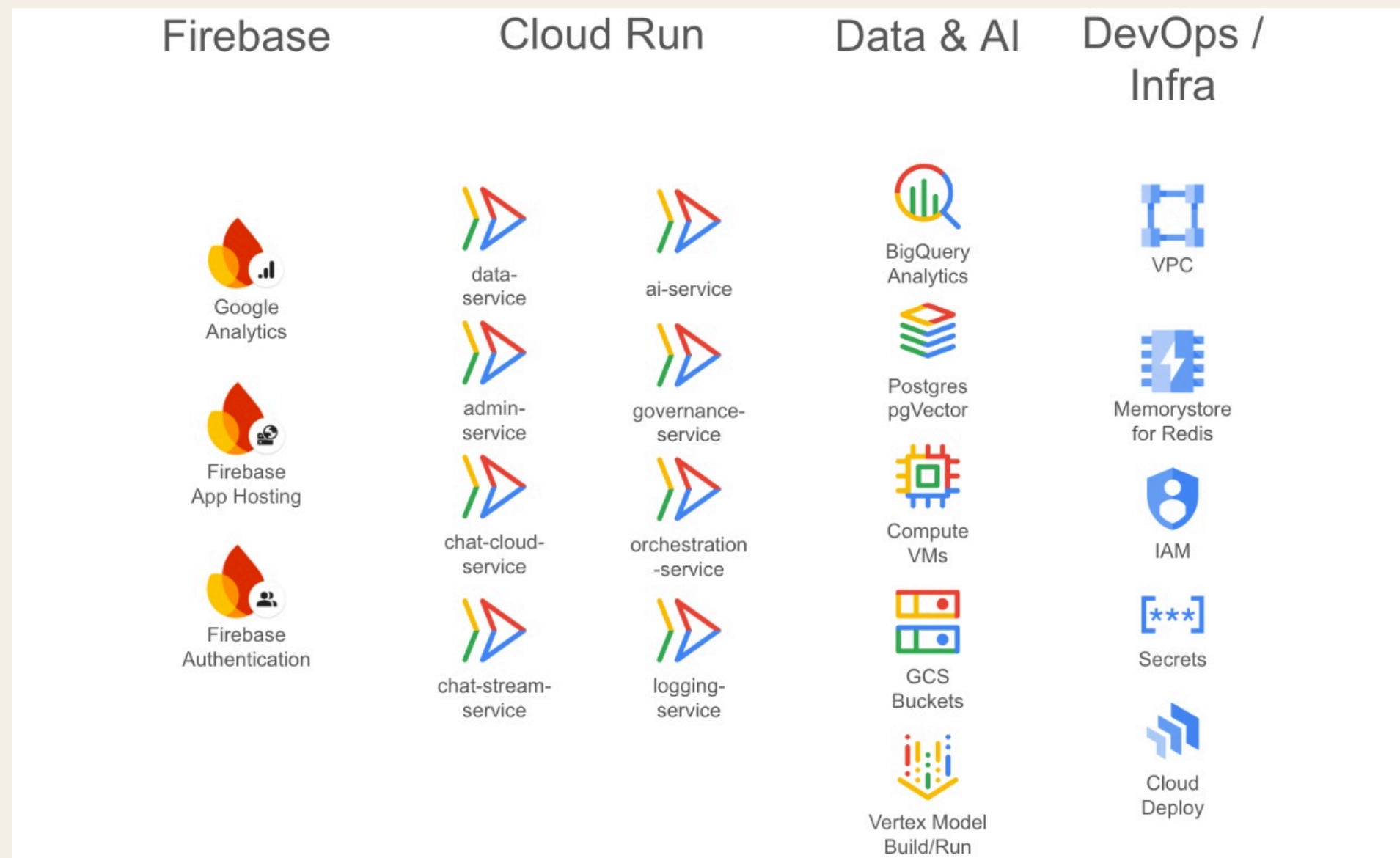
Most grocers commit Cloud spend they never burn. Delectable workloads **activate idle CUDs on day one** — Vertex inference, BigQuery analytics, Cloud Run autoscaling — converting commitments into shipped revenue for Google.

04 Co-sell ready.

Delectable AXP is listed on Google Cloud Marketplace, IAM-integrated, and SSO-ready. Procurement is a click — not a 12-month MSA. Customers buy through their existing Google contract; the meter starts on day 1.

21 Google services. *One stack.*

Every workload below is in production today, billed monthly against our Google Cloud contract. Each Tier-1 grocer Delectable lands brings the same stack — fully metered through your committed-use line.



PRODUCTION INVENTORY · MAY 2026

Firebase

3 services

Google Analytics · Firebase App Hosting · Firebase Authentication — every shopper session, every grocer admin, every analytics event.

Cloud Run

8 microservices

data · admin · chat-cloud · chat-stream · ai · governance · orchestration · logging — autoscaling per shopper request, paid per millisecond.

Data & AI

5 products

BigQuery · Postgres pgVector · Compute VMs · GCS Buckets · **Vertex Model Build/Run — Gemini Pro is the reasoning engine.**

DevOps / Infra

5 services

VPC · Memorystore for Redis · IAM · Secrets Manager · Cloud Deploy — security and ops, all on Google's substrate.

Two proprietary *HyperGraphs*. Two reasons Gemini wins grocery.

Generic LLMs hallucinate the grocery aisle. Delectable's two graphs are the deterministic layer Gemini calls before it generates — making every Gemini response grounded, fast, and 14× cheaper.

ENGINE 01 · COMPUTATIONAL GASTRONOMY

Food *HyperGraph*TM

Every SKU on the grocer's shelf, mapped across ingredient × flavor × nutrition × dietary × cultural context. Gemini queries this graph BEFORE generating an answer — eliminating SKU hallucinations entirely.

142k

INGREDIENTS MAPPED

9

DIETARY VECTORS

0

ALLERGEN HALLUCINATIONS

"Substitute the gochujang for ssamjang if budget < \$4 — keep the umami profile." Gemini cannot reason this without grounding.

ENGINE 02 · HOUSEHOLD-LEVEL MEMORY

Shopper *HyperGraph*TM

Dynamic household-level memory fed by the grocer's loyalty data, mParticle, and proprietary signals. Joins to BigQuery as a federated source — Gemini sees the household, not the segment.

847

SIGNALS / HOUSEHOLD

94%

PREDICTION ACCURACY

1:1

PERSONALIZATION

"This household buys gluten-free on Wednesdays for the daughter, but the adults eat regular." Not segment-of-one theatre — actual household.

Gemini wins grocery *when* Delectable answers first.

A single shopper utterance becomes a complete, validated, executable basket — Delectable pre-resolves the deterministic 80%, Gemini Pro reasons the 20%, the response lands in 490ms.

GEMINI ALONE · GENERIC LLM

Smart. Slow. Expensive.

1. Shopper: "Friday family dinner, gluten-free, \$80 budget."
2. Gemini Pro tokenizes the full grocer catalog (~70k SKUs).
3. Reasoning happens on ~4M tokens. Cost per call: **\$0.033**.
4. Response in **4.0s**. Some SKUs hallucinated; gluten-free flagged wrong on 2.
5. **Grocer abandons rollout. Vertex consumption flat.**

DELECTABLE + GEMINI · GROUNDED

Smart. *Fast. Profitable.*

1. Same prompt: "Friday family dinner, gluten-free, \$80 budget."
2. Food + Shopper HyperGraphs pre-resolve dietary, household, budget filters.
3. Gemini Pro reasons only the qualified subset. Cost per call: **\$0.0024**.
4. Response in **490ms**. 16 items. Pre-substituted. Under budget by \$4.20.
5. **+18% basket lift. 3× conversion. CUDs activated.**

Where Google *wins* grocery — and where it *doesn't*.

The candid SWOT. Delectable doesn't fix what Google does well — we close the three gaps where regional grocers still defect to Amazon and Microsoft.

■ STRENGTHS

Cloud scale. Gemini. Maps. YouTube.

63% Cloud growth. \$460B backlog. Knowledge Graph. Shopping Graph. Maps for local intent. Vertex AI as the only first-party AI stack. Three Tier-1 grocers (Kroger, Albertsons, Lowe's) already on Gemini Enterprise for CX.

■ WEAKNESSES

No vertical food IP. No SKU graph.

Gemini hallucinates dietary, allergens, substitutions without a grounded food graph. Loyalty data is fragmented vs. Amazon's first-party. CPG retail-media still flows to Amazon Ads and Instacart, not Google Network.

■ OPPORTUNITIES

Activate idle CUDs. Capture retail media.

Delectable AXP shipped on any grocer's existing Google Cloud contract converts **30% idle commit** → **100% consumed**. Plugs Shopper HyperGraph signals into Google Ad Manager → **\$69B retail media** closed-loop attribution.

■ THREATS

AWS Bedrock-Grocery. Azure-OpenAI co-sell.

Amazon will ship a vertical grocery agentic bundle inside Bedrock by Q3 2027. Microsoft will counter via Azure-OpenAI Retail Cloud. Without a vertical-AI partner, Tier-2 grocers will quietly move workloads where the vertical IP is.

Three Google P&Ls. *One Delectable deployment.*

Every Delectable rollout drives revenue in three different Google business units simultaneously. This is what a vertically-defined partnership looks like — not a marketing co-mention.

SYNERGY 01 · GOOGLE CLOUD

Consumption activator.

Delectable workloads burn down committed-use discounts the day they ship. Vertex inference, BigQuery analytics, Cloud Run autoscaling, GCS object storage — every Tier-1 grocer brings the full stack.

+30%

PROJECTED CUD UTILIZATION LIFT ON DELECTABLE-ATTACHED ACCOUNTS

Turns commitment into consumption.

SYNERGY 02 · GEMINI ENTERPRISE CX

Adoption multiplier.

Gemini Enterprise for CX already won Kroger, Albertsons, Lowe's. Delectable adds the food + shopper graph layer — making the Gemini agent actually accurate enough to ship at Tier-2 regional grocers too.

+40%

GEMINI ENTERPRISE PAID-MAU QOQ GROWTH · Q1 2026

Delectable extends that growth into Tier-2.

SYNERGY 03 · GOOGLE ADS

Retail-media unlock.

Shopper HyperGraph signals plug directly into Google Ad Manager. CPGs target shoppers at the moment of agentic intent. Closed-loop ROAS measurement. Margin Amazon Ads cannot match.

\$69B+

NORTH AMERICA RETAIL MEDIA · ADDRESSABLE BY GOOGLE NETWORK

High-margin. Closed-loop. Direct.

III.

Already *in market.*

In Q1 2026, Giant Eagle — a \$9.3B regional grocer — validated Delectable AXP across 216 stores. We enriched 70,000 products from 8 attributes each to 42, and grew the product catalog from 560k data points to **2.94M data points in 4 weeks**. Then Gemini Pro reasoned across it.

PROOF ANCHOR · GIANT EAGLE · Q1 2026

Catalog enrichment.
Gemini-grounded.

PRODUCT ATTRIBUTES · 8 → 42

42 *attrs*

DATA POINTS · 560K → 2.94M

2.94*M*

DELIVERY · WEEKS, NOT QUARTERS

4 *weeks*

Eagle Eye loyalty + mParticle + Delectable = *a Gemini agent that actually ships.*

The mandate from Giant Eagle's CMO: stop debating proofs-of-concept, ship a real agentic basket. Delectable enriched the catalog in 4 weeks, joined Eagle Eye loyalty + mParticle into the Shopper HyperGraph, then handed it to Gemini Pro. The math:

CATALOG SCOPE

70_k

Products enriched across the full Giant Eagle assortment — every SKU, every store. Refresh runs nightly on BigQuery + Vertex pipelines.

ATTRIBUTE DEPTH

8 → 42

Average product attributes per SKU. Now Gemini knows: gluten-free flag, ingredient lineage, sodium tier, organic certs, brand affinity, cultural relevance, allergen graph — 42 dimensions.

TOTAL DATA POINTS

2.94_M

From 560k baseline to 2.94M data points — a 5.25x grounding multiplier for every Gemini call. Higher relevance, lower hallucination, identical Gemini cost.

DOWNSTREAM RESULT · WHAT GEMINI COULD NOT DO ALONE

<p>BASKET LIFT</p> <h2>+18%</h2> <p>Measured AOV uplift on Delectable-served carts.</p>	<p>RESPONSE LATENCY</p> <h2>490ms</h2> <p>vs. 4.0s Gemini-only baseline. 8x faster.</p>	<p>COST / CALL</p> <h2>\$0.0024</h2> <p>vs. \$0.033 raw Gemini. 14x cheaper.</p>	<p>PROJECTED ROI</p> <h2>460%</h2> <p>Year-1 on \$1.0M Phase 1 investment.</p>
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Higher win rate. *Higher Gemini margin.*

"Delectable lets Google deliver Gemini-quality reasoning at sub-second latency, at a fraction of the token cost — protecting Google Cloud's margin while making the grocer's basket actually ship."

— DELECTABLE × GIANT EAGLE PRODUCTION BENCHMARK · MARCH 2026

SPEED

8×

Faster.

490ms end-to-end. Gemini-only baseline: **4.0s**. Why? Delectable resolves the deterministic 80% before Gemini even sees the prompt.

COST · TOKEN ECONOMICS

14×

Lower cost / call.

\$0.0024 per agentic call vs. **\$0.033** raw Gemini. *Same Gemini Pro model* — just called with fewer tokens, against grounded inputs.

RELEVANCE

5.25×

More grounded.

2.94M data points from 560k baseline. Gemini reasons against the richest grocery context layer ever assembled. Zero SKU hallucinations.

IV.

Two companies. *One agentic shelf.*

What we are asking of John and the Food, Drug & CPG team — and what we commit to in return. Specific numbers, specific milestones, specific kill-switches.



A \$5M seed round to fuel the *Google-native operator* of grocery.

Google has the platform. Delectable has the engine. The \$5M round is a strategic alignment — not a venture bet — to make sure the agentic grocery shelf runs on Gemini, not on Bedrock.

ROUND TERMS · SEED · STRATEGIC

The structure.

RAISE	\$5M
VALUATION CAP	\$40M
GOOGLE STRATEGIC ALLOCATION	Up to \$2M
STRUCTURE	SAFE
GOOGLE NEXT-ROUND BENEFIT	20% discount

*Should Google participate as a strategic investor in the next priced round, Google receives a **20% price discount** on the round's share price.*

USE OF PROCEEDS · 18-MONTH HORIZON

Where the dollars go.

Gemini Enterprise CX integration & Vertex pipelines	40%
Tier-1 regional grocer rollouts (target: 3)	30%
Food & Shopper HyperGraph deepening	20%
Google Cloud Marketplace co-sell & field ops	10%

*Outcome: **Three Tier-1 regional grocers shipped on Gemini + Delectable** by Q4 2027 — each one burning their full committed-use line.*

Let's reinvent grocery — on Google.

A 30-day discovery workshop with the Food, Drug & CPG team · A signed Phase 0 by Q3 2026 close · Three Tier-1 grocers shipped on Gemini + Delectable before Q4 2027.

STEP 01

Discovery workshop.

Half-day with John's team + Google Cloud Retail field. Walk the production stack. Name two lighthouse grocers. Lock the SOW.

STEP 02

SAFE + Phase 0.

\$5M SAFE on \$40M cap, with 20% Google next-round discount. Phase 0 catalog enrichment kicks off on a co-named grocer.

STEP 03

Go-Live on Gemini.

Production launch within 5 months. Joint case study at Google Cloud Next 2027. Three Tier-1 grocers by year-end.

Joseph Lee · CEO & Co-Founder · joseph.lee@delectableai.com · +1 (647) 624-9993