



PRESS RELEASE

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Wirral Tech Firms Fuudle and HoloWorld UK Launch AI-Powered Cooking App to Help Households Save Money and Reduce Food Waste

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Two Wirral-based technology companies, Fuudle and HoloWorld UK, have come together to launch a new mobile app designed to help households cook smarter, reduce food waste and make better use of the ingredients they already have at home.

The app, available from Fuudle.com, uses advanced artificial intelligence to generate recipes based on ingredients users already have in their kitchens, helping people turn everyday items into practical meals while reducing unnecessary food waste.

The platform has been developed through a collaboration between Fuudle, founded by Martyn Green and Gemma Green, and HoloWorld UK, the Wirral-based technology studio led by Jamie Williams and Rachel Williams.

Together, the two companies have built a new type of cooking assistant that combines intelligent recipe generation, ingredient recognition and kitchen inventory tools into a single app designed for everyday home cooks.

Martyn Green, Co-Founder of Fuudle, said:

"Food waste is one of the biggest costs in our homes. Fuudle is designed to make cooking easier, cheaper and more creative. Instead of asking 'what should I cook tonight?', you simply tell Fuudle what ingredients you have and it builds a recipe around them."

Gemma Green, Co-Founder of Fuudle, added:

"Fuudle is about making everyday cooking simpler and more accessible. By helping people make better use of the ingredients they already have, the app can support family budgets while also encouraging more sustainable habits in the kitchen."

The app includes a range of intelligent cooking tools designed to simplify meal planning and reduce food waste, including:

- AI recipe generation based on ingredients users already have
- Fuud Vault, a digital kitchen inventory that tracks food at home
- Ask Fuudle, an AI cooking assistant for recipe ideas and substitutions
- Smart shopping lists generated automatically from recipes
- Ingredient scanning to quickly add food items to a user's kitchen inventory

Jamie Williams, Managing Director at HoloWorld UK, said the platform uses the latest advances in artificial intelligence to transform how people interact with food in their kitchens.

"Fuudle leverages the very latest AI technology to recognise food items, understand ingredients and generate recipes dynamically. By combining ingredient scanning with intelligent recipe generation, the platform can adapt to what users actually have at home and turn that into real meals."



Rachel Williams, the Creative Director who led the product and design development at HoloWorld UK, said the focus was on creating an experience that feels natural and enjoyable for everyday users.

"We wanted the app to feel simple and intuitive from the moment you open it. Cooking should feel creative and enjoyable, not complicated, so we designed the experience to guide people quickly from ingredients to a meal they're excited to cook."

The launch follows months of development and testing, with early users joining a growing VIP waiting list ahead of the public release.

The Fuudle app launches on 2 April 2026 and will be available to download from the Apple App Store and Google Play Store.

About Fuudle

Fuudle is a food technology platform founded by Martyn Green and Gemma Green that helps people reduce food waste, save money and cook smarter using AI-powered recipes and kitchen inventory tools.

About HoloWorld UK

HoloWorld UK is a Wirral-based technology studio specialising in product development, artificial intelligence integration and next-generation digital experiences.

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