

How an Enterprise Brand Took Back Control of Shoppable Recipes

By partnering with Pear, a category-leading Tex-Mex brand prevented competitive swaps, protected featured SKUs, and delivered a true brand-first recipe shopping experience.

The Challenge

Shoppable recipes weren't actually brand-safe.

Brand* invested heavily in recipe content to inspire shoppers, but once those recipes became shoppable, control was lost.

Across common recipe-to-cart experiences:

- Featured branded ingredients were **silently replaced** with competitors
- "Best match" logic prioritized availability over brand intent
- Shoppers reached carts that **looked branded**, but weren't

For a brand focused on driving consideration and loyalty, this created a major disconnect between inspiration and purchase.

The Solution SHOPPABLE RECIPES

Pear's brand-controlled, inventory-aware shoppable recipes

The brand partnered with Pear to power shoppable recipes that:

- Locked in **designated branded ingredients**
- Reflected **real store-level availability**
- Removed – rather than replaced – unavailable branded items
- Preserved brand integrity across every retailer experience

Pear's technology and QA process ensured that branded ingredients were never swapped for competitive products, even when stock levels varied by store.

Built for Enterprise Speed and Scale

In addition to preserving brand control, speed to market was a critical requirement.

Pear's shoppable recipes solution was implemented quickly across existing recipe content, without requiring custom retailer-by-retailer builds or operational overhead from internal teams.

This allowed the brand to:

- Launch at **enterprise scale**, not as a limited pilot
- Maintain consistency across retailers and regions
- Move from concept to live shoppable experiences in **under 4 weeks for 28k recipes**

For a large brand managing complex portfolios, this combination of **control, speed, and scalability** was a key differentiator.

How It Worked

With Pear Recipes:

1. Shoppers start with a branded recipe featuring specific SKUs
2. When selecting a store, Pear checks **real-time availability**
3. If all branded items are in stock → they appear in-cart as expected
4. If a branded item is out of stock:
 - It's clearly marked as unavailable
 - **No competitor product is substituted**
 - The brand experience remains intact

This approach ensures shoppers never unknowingly purchase a competing product while engaging with branded content.

The Difference: Pear vs. Typical Recipe Experiences

Typical shoppable recipe experiences:

- Automatically swap branded ingredients for competitors
- Create mismatches between recipe content and cart contents
- Undermine brand investment in content and media

Pear-powered shoppable recipes:

- Preserve brand intent through checkout
- Align inspiration with purchase
- Build trust with shoppers by setting clear availability expectations



WHY IT MATTERED

For this brand, Pear's approach unlocked:

- Greater confidence in shoppable recipe investments
- Stronger alignment between content, commerce, and brand teams
- A more transparent, shopper-first experience that respected both availability and brand loyalty

Instead of optimizing solely for cart completion, the brand optimized for **brand trust at the moment of purchase.**



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SEE HOW PEAR HELPS BRANDS
TURN INSPIRATION INTO
BRAND-SAFE COMMERCE

*Brand name redacted for confidentiality