

Leading Private Label Food Retailer Chooses TrackWise® as its Quality Solution



COMPANY OVERVIEW

INDUSTRY:
Consumer Products

DISTRIBUTION:
Global

EMPLOYEES:
150,000+

SOLUTION:
TrackWise

THE OPPORTUNITY: Transitioning from Reactive Quality Management

This leading food retailer was looking to transition from reactive food safety and basic quality control tactics to building strategic brand positioning by integrating quality, taste, freshness, health, nutrition, product sustainability and safety. Their strategy included building their private brand to represent 40% of their assortment and over 50% of their sales, making it a key differentiator.

THE SOLUTION: Deploying an Effective Quality and Food Safety Strategy with TrackWise

The company needed a quality system that would help to deploy an effective 'quality and food safety' strategy across thousands of private label products and hundreds of stores, and essentially run enterprise quality as a business within the business. This included providing decision makers with quality performance reports on the different entities throughout the supply chain, overcoming regulation and compliance to improve operational efficiencies, and supporting their strategic objective of having a clear and recognizable brand.

Creating a culture of accountability ensured they were able to commit to complying at all times with the supplier requirements and product specifications throughout the entire product life cycle.

THE RESULTS: Improved Product Quality and an Increase in Net Profits

Striving for better awareness of quality strategy, requirements, and process and tools, the food retailer proactively searched for product improvements to make them tastier, healthier, and more sustainable. By implementing a quality solution, the company was able to create transparency on material origin and composition, and was able to develop an impeccable sample with quality equal to end product quality.

The company was able to ensure that all information needed to develop the product was complete and submitted on time. Creating a culture of accountability ensured they were able to commit to complying at all times with the supplier requirements and product specifications throughout the entire product life cycle.

The company was able to produce its private label brand by using a combination of laboratory analysis, reinforced quality control at reception, and sensory performance checks by internal and external benchmarks. As a result this food retailer could ensure that customers were getting the best product at the best price and store brand sales increased.

The company saw second quarter net profits 20% ahead of market forecast.

Get in Touch

1.888.261.5948 • sales@spartasystems.com
www.spartasystems.com

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Sparta Systems, a Honeywell Company, is the world's premier provider of cloud and on-premises quality management software. For nearly three decades, companies in the life sciences have relied on Sparta for the innovative tools, analytics and expertise that speed up quality and compliance.

Sparta Systems | 2000 Water View Drive | Suite 300 | Hamilton, NJ 08691 | USA | www.spartasystems.com