



# SEAMLESSLY MANAGING THE SUPPLY CHAIN TO PROTECT FOOD SAFETY

HelloFresh US is a food service company that delivers recipe kits complete with all ingredients to homes throughout the United States. A leader in the growing meal kit industry, HelloFresh sources ingredients directly from independent producers to deliver top quality products nationwide. By handling the details of fixings and portions, HelloFresh allows its customers to save time and simply enjoy the fun, creative aspects of preparing a delicious meal at home. HelloFresh turned to NSF International to manage supplier compliance to ensure its customers get the highest quality ingredients.

## THE CHALLENGE

To deliver fresh ingredients to its customers on a timely basis, HelloFresh works with an extensive network of suppliers. All the suppliers are tracked regularly to assure that standards of quality and safety never waiver.



*Vetting and managing suppliers is a continuous, indispensable task. We need to ensure the ingredients that we source and serve to our customers meet the highest standards.*

Tim Finnerty, Associate Director of Food Safety  
HelloFresh

But how can HelloFresh effectively manage and continuously improve a large, widely dispersed and varied supply chain? Traditional approaches are time-consuming, manual, and prone to errors, and they tax manpower, technical knowledge and other resources.



Some companies try to manage their supplier networks using basic software such as an Excel spreadsheet, but with quality and safety documents continually expiring, constant product updates and supplier contacts coming and going, an elementary software program isn't adequate. It can be difficult for a company to invest the time or resources with the right technical expertise to stay on top of its supplier requirements.

## THE SOLUTION

HelloFresh US partnered with NSF international to establish and manage a supplier approval program. The solution leverages NSF's vast network of technical **TRAQTION™** and food safety expertise along with TraQtion™, a supplier management software solution that manages end-to-end supply chain food safety, product quality and compliance.



NSF's supplier review team, composed of preventive control qualified individuals (PCQIs), now completes a technical review of HelloFresh's suppliers' food safety documentation to ensure proper programs are in place for the items purchased by HelloFresh. TraQtion™ automated software modules handle the onboarding process, email reminders and tracking of expiration dates. An intelligent compliance engine running behind the scenes generates real-time data on a supplier's status and flags any issues in a visual dashboard.



*NSF experts provide the technical eye needed to manage a safe supply chain, and the TraQtion™ software automates many of our processes. The NSF team functions as a critical extension of the HelloFresh team. In addition to the supplier management program, they're able to support a wide range of technical areas including shelf life and product development.*

Tim Finnerty, Associate Director of Food Safety  
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The program also provides valuable information across the business. With all data centrally located, HelloFresh's purchasing and legal teams have full visibility to the data and can make real-time decisions. These groups also know that the information has undergone a thorough technical review by qualified food safety personnel.



## RESULTS

By the time the partnership entered its second year, nearly all existing HelloFresh suppliers had transitioned to the program from HelloFresh's internal system, with 100 percent of new suppliers onboarded by NSF.

Working together, HelloFresh and the NSF team continue to innovate and expand the capabilities of the supplier compliance database. "As the program evolves, we are able to gain insights into our supply chain that weren't previously possible. At any moment we can run a report or filter the data and get a real-time shot of our supplier compliance," Finnerty says.

By delegating the burden of managing suppliers to NSF, HelloFresh can now focus on adding value to its primary business of delivering innovative meal solutions to its customers. New meal ideas and advances in packaging and presentation can be brought to market more quickly, opportunities to reduce costs can be introduced more rapidly and HelloFresh can rely on NSF's supply chain management program to protect HelloFresh customers by reducing food safety risks while improving ingredient quality.



*The NSF team is helping to define and clarify our requirements, and how the program fits into our business processes.*

Tim Finnerty, Associate Director of Food Safety  
HelloFresh

## NSF INTERNATIONAL