

# Jamie Oliver achieves full traceability and auditability across a global supply chain

## CLIENT

**Jamie Oliver Group**

## INDUSTRY

**Restaurants & Hospitality 2011**

## PARTNERSHIP SINCE

## SOLUTION

**JOSIE — Supplier Exchange**

A vocal activist for sustainable and high welfare produce, Jamie Oliver needed to manage a complex global supply chain covering thousands of products and raw materials across his growing empire of restaurants and franchisees. The solution had to be cloud-based, easy to use and accessible from anywhere in the world.

## The challenge

Managing food safety, brand protection and supplier compliance across a global restaurant group with multiple franchisees — all requiring real-time access to supplier data, allergen information, product specifications and audit records.

## The solution — JOSIE

Jamie Oliver's Food Team worked with TraceAll Global to build JOSIE — the Jamie Oliver Supplier Information Exchange — a bespoke supplier and specification management platform built to manage food safety and brand protection across all group businesses.

## What JOSIE delivers

- ✓ Management of food safety across all group businesses and franchisees
- ✓ Communication of site and product information between all users
- ✓ Agreement and version control of product specifications
- ✓ Confirmation of adherence to Jamie Oliver Food Standards
- ✓ Management of supplier auditing and corrective actions
- ✓ Management of sample submissions to the Jamie Oliver Group
- ✓ Full traceability of all products and ingredients used across the group

**2x**

**Supplier database doubled**

Using JOSIE the group doubled its supplier database while eliminating the entire paper trail.

**100%**

**Full supply chain visibility**

Real-time visibility at group level across all franchisees, products and raw materials globally.

**Global**

**Accessed worldwide**

Cloud-based platform accessed by all Jamie Oliver Franchisees anywhere in the world.

**Key platform benefits**

- ✓ **Searchable product database**  
 An easy-to-use, searchable database of all food products on the system in real time — accessible to all group users and franchisees.
- ✓ **Centralised supplier management**  
 A single database storing information on site audits, manufacturing plant details, standards, certifications, legislation and storage requirements.
- ✓ **Allergen & nutritional data**  
 Nutritional, allergen and intolerance information on all products — allowing customers to interrogate food served in any restaurant globally.
- ✓ **Franchisee supplier management**  
 Each Jamie Oliver Franchisee can manage their own supplier database and source locally produced food within the group standards.
- ✓ **Supplier product introductions**  
 Suppliers can introduce new products directly via the system, streamlining the product development and approval process.



*Working with Traceall Global since 2011, we have created a unique supplier and specification management system that meets the complex and rapidly changing nature of our growing Global Business. JOSIE has become integral into everything we do — it provides us with information and full traceability across our range of suppliers, products, franchisees and the full suite of products and ingredients.*

**Daniel Nowland**

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