

FOOD RETAIL

Selfridges

Reducing the paper trail and automating supplier traceability

CLIENT

Selfridges

SECTOR

Food Retail

SOLUTION

Supplier Exchange Platform

RESULT

400 to 800 suppliers managed

Selfridges were managing their Food Supplier Assurance and Product Specifications using paper-based systems when they identified a need to become more efficient. They wanted to streamline processes for product specifications, new product lines and audit reports — and automate their traceability trail to meet strict legal compliance requirements.

Key challenges

- ✓ No knowledge of exact product ingredients and nutritional values across the supply base
- ✓ Processes completed incorrectly causing time delays and compliance gaps
- ✓ No centralised supplier database — information siloed across departments
- ✓ Sporadic traceability and accountability methods impacting quality control
- ✓ Strict legal compliance requirements including allergen and labelling obligations
- ✓ Very difficult to source appropriate supplier information for other departments

The solution — Supplier Exchange

TraceAll Global worked with Selfridges to document their existing paper-based processes and built a bespoke version of Supplier Exchange — their supply chain management platform — to automate and digitalise the entire process. The system was tailored to provide different access permissions across departments, with the onus placed on suppliers to upload and manage their own records in line with Selfridges' specific requirements.

What suppliers provided via Supplier Exchange

- ✓ Company contact information, number of staff and site details
- ✓ Hygiene standards, certifications and expiry dates
- ✓ Traceability and accountability as an employer — working conditions tracking
- ✓ Nutritional information, allergens and intolerances per product
- ✓ Packaging standards and legal compliance documentation

2x**Suppliers managed**

Supplier database doubled from 400 to 800 without

25%**Efficiency saving**

Overall time and resource savings of approximately

3mo→2wk**Onboarding time**

New supplier setup time reduced from 3 months to 2

100%**Digital traceability**

Full product traceability from field to fork for every product

Key outcomes

- ✓ **Supplier base doubled**
The number of suppliers grew from 400 to 800 without any increase in headcount within the Food Technical team — made possible by the efficiency gains from Supplier Exchange.
- ✓ **Onboarding time cut by 94%**
New supplier setup was reduced from 3 months to just 2 weeks — dramatically improving the speed at which new product lines could be brought to market.
- ✓ **Recipe Builder integration**
Selfridges used the Recipe Builder module to monitor traceability for all products supplied, providing ingredient, allergen and nutritional information at point of sale.
- ✓ **Sustainability reporting**
The data generated enabled Selfridges to produce shareholder and customer sustainability reports and extract key data to influence business strategy.
- ✓ **Real-time validation**
Logic was applied to ensure suppliers completed information in the correct order, with real-time validation ensuring compliance data was complete and accurate.