

Press release – Bordeaux, January 19th 2018

zest HACCP has risen 700K€ from SIDE Capital with the agency ADI New Aquitaine cooperation

Specialized on food traceability in Retailing, the web application is taking its development to the next level. The fundraising process had begun in June 2017 and has just been realized.



Initiated by ADI New Aquitaine, the entry of the investment fund **SIDE Capital**, led by **Renaud Guillerm**, to the capital of zest HACCP is very promising. *“In fact, affirms Arnaud de Malet of the ADI Agency, this fund federates a remarkable **network of talented entrepreneur-investors** who bring their expertise to start-ups. Among them we find Jean-David Benichou - Via.io, Marc Adamowicz - Happyview, Fabrice Couturier - BPSIS, Christophe Courtin - Santiane, Patrick Lewy Waitz – ITG ».*

A fundraising of 700K€ for a commercial development

zest HACCP solution helps professionals of alimentary field, particularly Retailing, **to respect European sanitary norms**. It's already spread out France with **more than 1200 active licences**. Big companies of French retailing daily use it: Intermarché, Netto, Carrefour, Eurasie, Monblanc, Korian, etc. After two years of existence, zest HACCP wants to accelerate its national commercial development and open itself to the European market.

A company in full growth

For Christophe André, President of the society: *“with a multiplication by 13 of its turnover between 2016 and 2017, **zest HACCP** could have been satisfied with this rhythm. **On the contrary, the fundraising from SIDE Capital enables us to go faster and to differentiate***

ourselves in a competitive market.” The Research will be primordial **to keep a head start and answer to a demanding target.**

zest HACCP is located in Bordeaux and plans to expand in 2018. *“We are going to recruit a commercial Director, some commercials and a software developer.”* says Alexandre Mak (managing Director).

zest HACCP in brief

Birth: 2015

Team: 9 employees + 8 partners

Turnover: 50K€ en 2016 / 650K€ en 2017

Licences: 1200

Amount of the fundraising: 700 000€

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About **zest HACCP**

zest HACCP is a company based in Bordeaux. It was founded in 2015 by **Christophe ANDRÉ** and **Alexandre MAK**, associated for more than 10 years in the IT. The web application, specialized in Retailing, facilitates the treatment alimentary laws which professionals must respect.

About **SIDE Capital**

SIDE Capital is an investment and support fund for young tech and digital start-ups. It was launched in 2016 by Renaud Guillerm and brings together about twenty experienced entrepreneurs, behind some of the greatest successes of French Tech. SIDE accompanies and guides the entrepreneur in the organization and development of his business, from daily management to the preparation of future fundraising.

About **ADI-NA**

The Development and Innovation Agency supports and accelerates innovation in New Aquitaine. Present on six sites (Bordeaux, La Rochelle, Limoges, Bidart, Pau, Poitiers), ADI-NA has 80 employees (engineers, doctors, sector specialists, lawyers, marketers) at the service of all companies (startups / VSE / SME / ETI) and territories in the region. In line with the Regional Council's policy for economic development, ADI-NA has four types of missions: supporting the transformation of businesses, exploring new sectors, encouraging the attractiveness and implementation of activities, structuring and running the business. regional innovation network.