

PRESS KIT
2019



**THE FOOD SAFETY MANAGEMENT
WITH EASY REACH**

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zest
HACCP solution
Food Safety Management

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Responsible for Marketing & Communication

EDITORIAL

***Dietary safety** is a priority for consumers, government, and mass retailing or other food professionals.*

Daily, these professionals must respect a lot of required obligations which bring to them an onerous workload and an additional pressure.

Since 2015, we have put all our experience and concentrated all our energies to offer them a simple, complete, efficient and customizable solution. We have worked tirelessly in collaboration with restaurateurs, caterers, bakers, butchers, delicatessens, fishmongers, catering managers, accreditation firms, trainers, quality departments of large groups ...

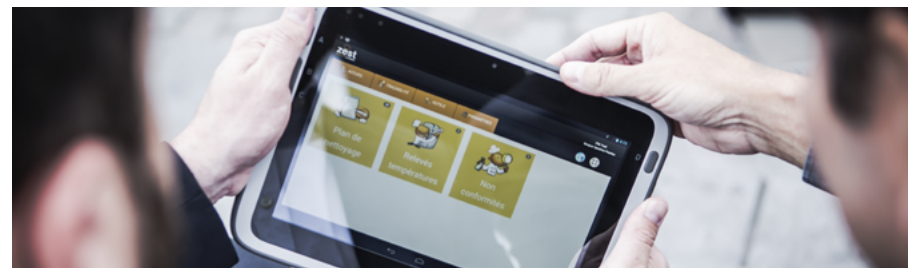
We are proud of the result.

zest HACCP is today used by 2000 of food and mass retailing professionals. The application increases their productivity, reassures their teams and contributes to a constant improvement of hygiene and food traceability.

Christophe ANDRÉ



Christophe ANDRÉ & Alexandre MAK - Founders of zest HACCP solution



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PRESENTATION

2015 - Bordeaux

Christophe ANDRÉ and Alexandre MAK, partners for more than 10 years in IT, decided to found Hello Software, which becomes in 2017 **zest HACCP**.

zest HACCP solution is an application dedicated mainly to **Mass Retailing**. Developed commercially in France and Europe, it facilitates the fulfillment of sanitary obligations in over-the-counter service and self-service sections. It digitizes the entire Sanitary Control Plan in order to manage the complete traceability of the products, to ensure an exemplary rigor in terms of hygiene and finally to limit considerably the fines in case of control.

2018

2 retails offers

OVER-THE-COUNTER SERVICE

SELF-SERVICE SECTION

12 employees
&
16 certified
partners

Turnover

650K€

in 2017

50K€

in 2016

+ 2000

licences

growth
+ 1200%

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VALUES

Satisfaction

To match the needs of **mass retailers** in an optimal way.

Trust

To be able to move forward together and gain in efficiency daily.

Adaptation

To adjust to different stores, specific tasks they must perform or their visuals.

Innovation

To remain the leaders in **mass distribution** and gain in speed & efficiency.

Rigour

To follow the strict regulation of the field in which **zest HACCP** exercises.



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PRESS ARTICLES

Newspapers



Magazines specialized in retails



Other specialized magazines



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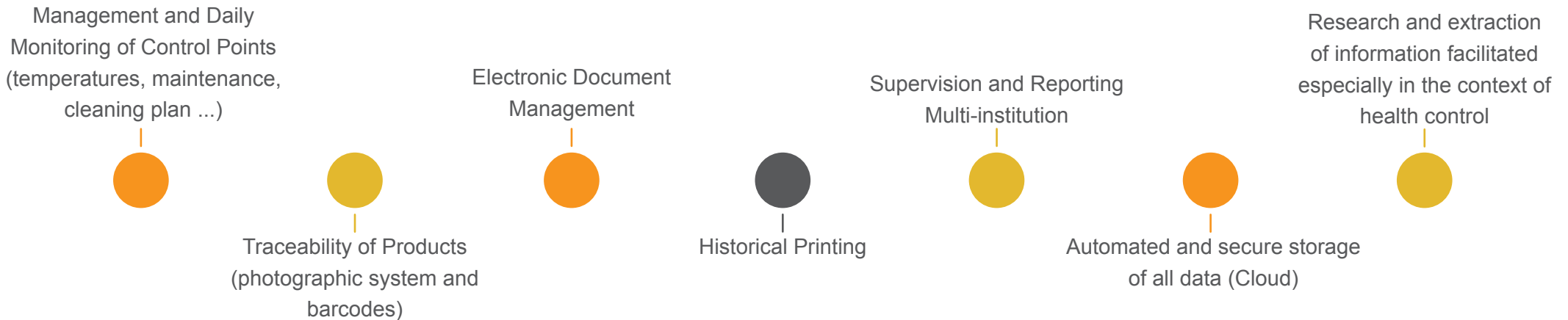
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THE APPLICATION

The particularity of **zest HACCP solution** is that it adapts to needs and specificities of each store without any development, which allows a great reactivity and simplicity for the installation. The team of developers can, if necessary, create new features for a particular brand such as interfacing with the scales.

Our main fields of action



Goal zero paper!

Once the application is installed, all data is stored on our own servers, ensuring **optimal security**. Thus, if the device is damaged or if the system encounters anomalies, the data is archived, editable and reusable at any time.

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OVER-THE-COUNTER SERVICE

An over-the-counter service in mass retailing is where the customer is served fresh products, cutting, by a store employee.

The goal of **zest HACCP solution** is to gather on one interface the data specific to each department. Indeed, the application is customizable according to the needs of each department: employees will not have to insert the same attributes or to manage the same expiry dates depending on the sector concerned (fishmonger, deli or bakery ...).

zest HACCP solution offers a quick vision of product traceability, but also daily tasks to be performed by employees to comply with health obligations.

VALEUR AJOUTÉE

● On the tablet, each employee has his own **login**: just log in once for the duration of use. The system makes it possible to trace all the actions performed by the user.

● **zest HACCP solution** generates **labels** to stick on the products: one, behind the price spike, to obtain in one scan the information relating to the traceability - and, the second, to the customer, informing about the possible allergens and the nutritional values as required by French law.

● **Secondary lifetimes**, which start after opening a product package, are automatically managed and customizable per store, per department, per product.

● For its over-the-counter service departments, **Mass Retailing** manufactures more and more on the spot, which imposes traceability even more precise and rigorous. The application allows to integrate the **recipe records** of the store to keep them at hand. It will be easier with **zest HACCP solution** to trace a manufactured product: the application already knows the history of each of the ingredients together in a manufacturing (origins, DLC, allergens, ...). For example, we will know in a few clicks which jar of cream served in 4 different recipes.

zest HACCP solution fits each store

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SELF-SERVICE

A self-service in Mass Retailing is a department where the customer serves himself.

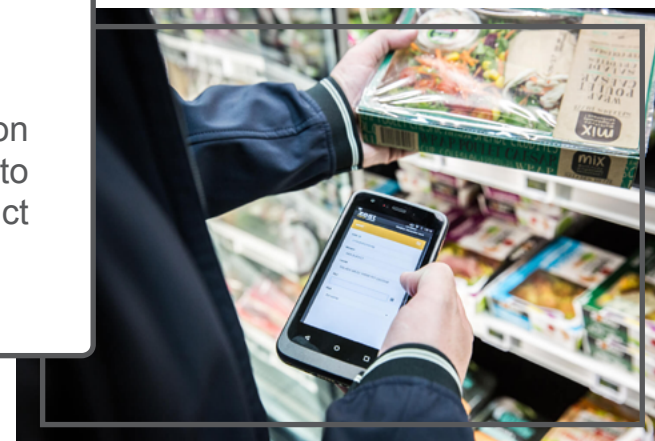
zest HACCP solution manages self-service expired or imminent use-by / best-before dates. It has an extensive database that includes products of all brands. This database is regularly updated and it is possible to integrate private label products.

Every morning, the employees only take care of the products to be removed from the shelves and do not have to check them one by one. Then, this obligatory daily task takes only 5min against 1h ago. The risk of forgetfulness is reduced and the controls are consequently experienced in a more serene way by the stores. In this way, **the application is integrated into the HACCP method** that all **retailers** must follow.



ADDED VALUE

The database is hosted on our servers and not on one server per store. When the database is up to date, the employee has only to scan the product to find all its properties.



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BENEFITS

The solution guarantees its customers an immediate Return On Investment in their store, especially with its self-service range in Mass Retailing.



**FIGHT AGAINST
FOOD WASTE**



- Saving time daily
- Space saving thanks to the dematerialization of data
- Taken in hand by teams intuitive and fast
- Reliability and data security
- Reduction of expired goods

... but also

- Demonstration to authorities of commitment to compliance
- More professionalism in communication to consumers
- Optimised Food Safety Management

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BENEFITS

For a shop of 2 000m²

A potential of
+ 27 000 € / an

Earnings per month

+ 1000€

Reduction of expired
goods

Save time for date
management

+ 1000€

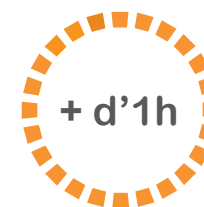
+ 250€

Eliminating the risk
of fines

Not to
mention the
serenity of
leaders.

**FIGHT AGAINST
FOOD WASTE**

Time spent verifying daily
use-by dates



Without **zest**
HACCP solution



With **zest**
HACCP solution

Amount of expired per month



Without **zest**
HACCP solution



With **zest**
HACCP solution

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CLIENT'S OPINIONS

Concretely this brings us reliability on the traditional shelves, a performance that we did not have in traceability.

Manager

We do not necessarily address young people who are used to having tablets or smartphones in their hands. Everyone welcomed it. Today they are very proud to be able to master it as easily as they do.

Adherent

Regarding the self-service department, an incredible time saving since it is estimated at about one hour per day and per collaborator in the processing of dates.

Employee self-service department

Before I cut out all my labels that I kept, I sorted and I put in a binder. It was not practical, especially for the old ones, because you had to flip through the pages of the binder every morning. Now everything is saved in the tablet.

Butcher department manager



It is also pushed all the internal documents and we have a follow-up of the person who made the products, who put on the shelf or received.

Manager

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WHAT IS THE FOOD SAFETY MANAGEMENT ?

zest HACCP solution is fully integrated into a Food Safety Management approach for retailers.

Food Safety Management refers to all the practices that lead to a safer food for consumers:

- 🟡 Simplify your HACCP process
- 🟡 Carry out the compulsory registrations in your Health Control Plan
- 🟡 Ensure flawless traceability of foodstuffs
- 🟡 Manage and control all dates



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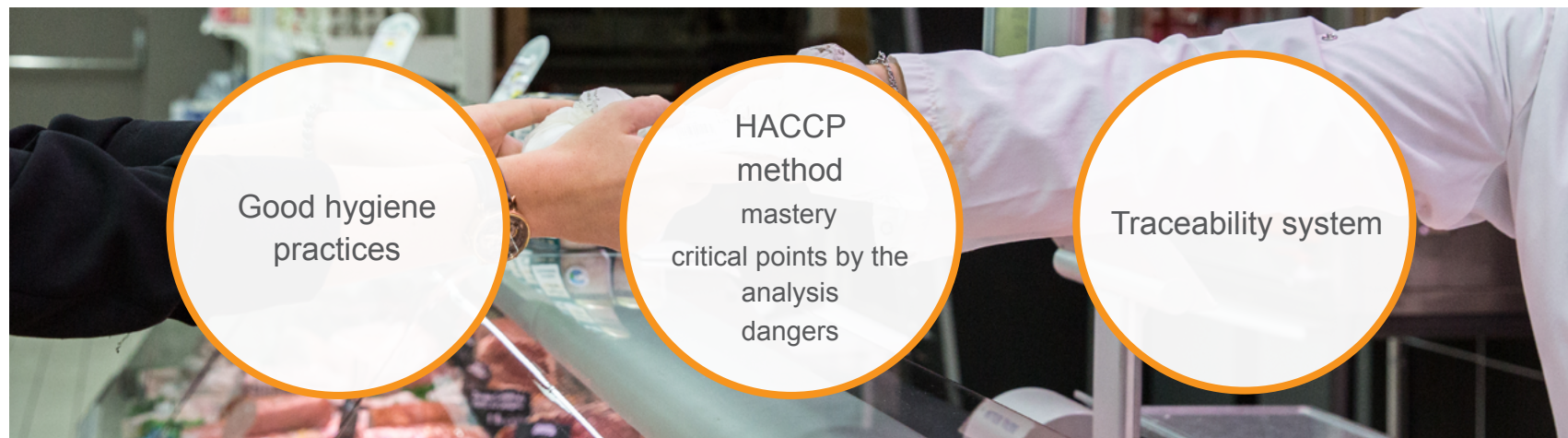
WHAT IS THE HEALTH CONTROL PLAN ?

zest HACCP simplifies HACCP procedures and facilitates the mandatory registration of the Health Control Plan (HCP) and traceability.

The Health Control Plan is a tool for achieving the food safety objectives set by the European regulations.

It consists of a set of documents describing the measures taken by an establishment to **ensure the hygiene and food safety of its productions** (with respect to biological, physical and chemical hazards), as well as the proofs of their application. **It is a mandatory document** for all establishments holding, preparing and distributing food.

The HCP including:



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