



Barilla Gives Consumers Insight into the Journey of their Food

Barilla is giving consumers a great connection to their food. They are also:



Breaking down information silos across their supply chains



Providing consumers with greater transparency into the sources of their food

Consumers today expect more transparent communication and social responsibility from the companies they do business with. Barilla Group, the makers of Barilla brand pastas and sauces, is embracing the Internet of Everything (IoE) to provide consumers the ability to trace the entire chain of production for the ingredients in their food, from where it was grown to how it arrived on the store shelf.

Barilla worked with Cisco, Penelope S.p.A. and NTT DATA to implement a new technology platform called Safety for Food (S4F). Powered by the software ValueGo®, the platform enables consumers to scan a QR code on the back of limited edition Farfalle Pasta and Tomato and Basil Sauce packages to easily access a website that tells the story of the specific production batch, through a detailed analysis of all major phases of the supply chain. Cisco has collaborated with non-governmental organizations, technology partners and experts in food supply chains to create the Safety for Food initiative, which

provides access to data from across the entire agricultural food chain. Innovative food companies like Barilla are taking the lead to use the data and analytics to break down information silos across their supply chains and provide consumers with greater transparency into the sources of their food.

The integrated tracking system also helps to combat counterfeiting in the food supply chain and gives consumers greater transparency and traceability of their food. Through this innovative initiative, Barilla aims to provide greater transparency and safety in the supply chain, and give consumers a greater connection to their food. By connecting people, places, process, data, and things, innovative companies like Barilla are using new digital technologies to manage complex industrial processes and improve consumers' lives. The limited edition Barilla Farfalle Pasta and Tomato and Basil Sauce packages will be available in markets throughout Italy in the coming year.

“Through this innovative initiative, we aim to not only provide greater transparency and safety in the supply chain, but to also give consumers a greater connection to their food.”

Giorgio Beltrami

Quality, Food Safety and Regulatory Global Director, Barilla G.e R. Fratelli