

Jamie Oliver achieves FULL Traceability and Auditability using Supplier Exchange

A vocal activist for using sustainable and high welfare produce in his cooking, Jamie Oliver wanted to manage his complex supply chain and the thousands of products and raw materials within it. With his quick growing empire of global restaurants and franchisee's, the solution had to be easy to use and cloud based so it could be accessed anywhere in the world.

Jamie Oliver's Food Team approached Traceall Global to create the Jamie Oliver Supplier Information Exchange (JOSIE) to manage Food Safety and Brand Protection across all of the group businesses. The purpose of JOSIE is:

- Management of Food Safety
- Communication of site and product information between users
- Agreement of specifications
- Confirmation of adherence to Jamie Oliver Food Standards
- Management of supplier auditing
- Management of sample submissions to the Jamie Oliver Group
- Traceability of all products used within the group and Franchisees



Passionate to practise what he preaches the Jamie Oliver Food Team use JOSIE to identify where the food comes from to manage food ethics and welfare, see exactly where the animals are located, how they are reared and how the protein is stored etc. This provides full traceability and accountability for the food served in the Jamie Oliver global restaurant business and provides evidence to support the statements Jamie Oliver makes around sustainability and animal welfare.

JOSIE provides the Jamie Oliver group of companies a wide range of benefits including:

- An easy to use, searchable database of all food products on the system in real-time
- Centrally managed supplier database storing information on site audits, manufacturing plant details, standards, certifications & legislation, storage etc
- Nutritional, allergen and intolerance information on all products on JOSIE which allows customers to interrogate food served in any of their restaurants, globally in line with the Food Regulation Standards released in 2013.
- Ability for all Jamie Oliver Franchisees to manage their own supplier databases and source locally produced food
- Full visibility of the full supply chain at Group level
- Ability for suppliers to “introduce” new products via the system

Using JOSIE, the Jamie Oliver Group have eliminated their extensive supplier management paper trail, significantly increasing the number of products they use and doubling their supplier database.

Daniel Nowland, Head of Technical at Jamie Oliver Ltd said, “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. JOSIE provides the traceability and information we need to ensure we remain a fully sustainable business”.