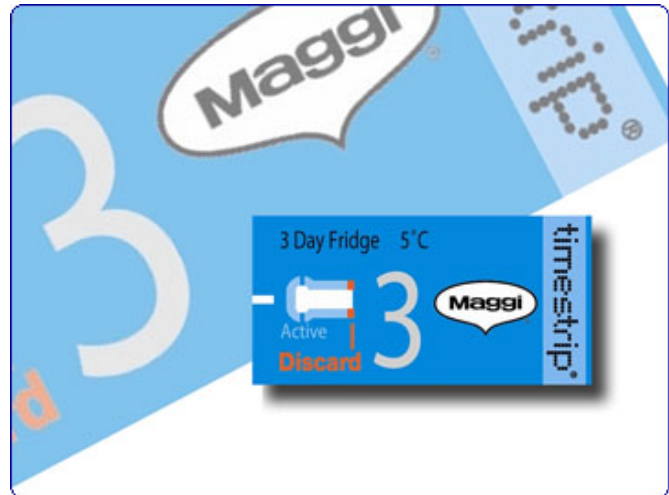


## Nestle Case Study

Known worldwide for innovation and quality, Maggi is a leading culinary brand and part of the Nestlé family of fine foods and beverages. Maggi offers a whole range of products, such as packaged soups, frozen meals, prepared sauces and flavourings.

### The Challenge

EU rules now in force insist that records are kept of the opening of all perishable produce used by restaurants and caterers, so that they can be destroyed once past their 'consume by' date. Shelf life is a major concern given the increasing emphasis on food safety in the market. Greater information is required by end users to ensure perishables are safe to use and consume.



### The Solution

Maggi Ready To Use sauces have incorporated a three-day fridge Timestrip smart label into the standard packing. The smart labels are a means of communicating more information about shelf life in a better fashion to consumers.

Timestrip labels are designed to show consumers how long an item has been open or in use. When the label is activated, a non-toxic liquid dye travels across it at a consistent rate, giving a clear indication of the amount of time that has passed since the product was opened.

### The Result

Nestlé's FoodServices UK division launched a full-scale commercial trial with the Timestrip labels at the end of 2005 and the technology has been extremely well received. Andrew Bailey, Food Commercial Controller at Nestlé FoodServices UK, is positive about the new smart labels: "Nestlé's partnership with Timestrip demonstrates our focus on offering our customers high quality products with a meaningful point of differentiation. This is particularly relevant in a time of increased food hygiene regulation."