

# Authenticate Partner With HelloFresh SE

**Authenticate will implement its Information Systems' software solution to enhance HelloFresh's supplier management, product specification collection and supply chain transparency.**

- Utilising the latest supply chain transparency technology**
- Digital Product Specification module to enable vital detailed product data capture**
- Utilizing remote Auditing and Assessment tools to ensure visibility of key suppliers**

May 2020, Harrogate, England



**After a comprehensive selection process HelloFresh SE has selected the full suite of Authenticate's platform modules to deliver an end to end Supply Chain management solution across their international business.**

*"We are delighted to be working with the team at Authenticate. Following a successful proof of concept we have now begun our full roll out and started working with our UK suppliers, ahead of an International roll out. The platform supports our continued work on building industry leading food safety and quality assurance systems, whilst also providing valuable data linking to our many sustainability initiatives. Accurate and real time data is the foundation of decision making at HelloFresh, with Authenticate providing an aligned solution. We're looking forward to seeing the system fully rolled out across our International markets." – Adam Best, International Director Food Safety & Quality Assurance at HelloFresh.*

The two teams have been working together from the start of 2020 to enable the existing specification tool set to be modified to deliver the requirements that HelloFresh required for go live.

HelloFresh will be utilizing the full suite of tools from Authenticate including:

Supply Chain Mapping, Live Certificates, Digital Auditing, Specification Manager, KPIs, Document Management and Dashboards.

*“It is fantastic to see our full range of functionality being used by such a dynamic and transformational business like HelloFresh. We are looking forward to working with them over the next few years as the program rolls out across their regions.” – Alex Walters, CCO Authenticate Information Systems Ltd*

## **Authenticate Information Systems Ltd**

### **– A technology-led solution for managing complex supply chains**

Authenticate is a global collaborative software and data platform that provides leading grocery retailers, foodservice operators and manufacturers with previously unseen insight into their direct and indirect supply chains.

## **About HelloFresh**

HelloFresh SE is the world’s leading meal-kit company and operates in the U.S., the United Kingdom, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France and Denmark. In Q1, HelloFresh delivered over 111 million meals and reached 4.18 million active customers. HelloFresh was founded in Berlin in November 2011 and went public on the Frankfurt Stock Exchange in November 2017. HelloFresh has offices in New York, Berlin, London, Amsterdam, Sydney, Toronto, Auckland, Paris and Copenhagen.

[www.hellofreshgroup.com](http://www.hellofreshgroup.com)