



For immediate release

## **TRACETRACKER DEVELOPS FOOD TRACEABILITY PORTAL FOR DISNEY FRANCHISE**

### **Consumer portal provides food adventure**

**Oslo, Norway, 29 September 2008 – In November TraceTracker will unveil a new portal giving consumers direct access to traceability information for Disney food products. This web interface, designed in cooperation with Disney franchisee Simexinter, aims to engage and educate consumers while boosting the Disney brand and providing advertising opportunities.**

After entering a product code from a Disney food packages, consumers will follow Disney characters on an adventure to see where their product came from and how it was made. Rich and dynamic product information will include sourcing maps, videos, nutrition information and games. In addition to general information about food manufacturing, consumer will learn specific details relating to their product. Each product code will generate a unique user experience that will change over time reflecting changes in the supply chain. The portal will also include space for brand messaging, advertisements from manufacturers and promotions for related product lines.

This consumer portal represents a strategic step forward for traceability solutions. Instead of keeping traceability data in internal systems, relevant product details will be available on demand to consumers in a user-friendly format. Simexinter hopes to bring other Franchisees on board in the coming months expanding the list of traceable products on the website.



Games For Kids For Parents Good Nutrition Active Life Shop

Join us on an exciting voyage to discover how your food was made, where it traveled, and how it can keep you strong and healthy. We will track back through time and go around the world to uncover the story. So, hold on, this ride is about to begin.

Pick a food to follow, or if you have the product with you, look on the back of your package and enter the product number below.

**Fun Food Explorer**

A row of product images including various pouches of drinks and boxes of muesli and fish products.

GETRÄNKE PURÉ MOPRO FRUCHTMUS MUESLI FISCH SMOOTHIES

Login page for the new consumer portal

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*Notes for editors*

**Simexinter GmbH** is a Disney franchisee that develop and market healthy food products for kids. Each product adheres to stringent nutritional guidelines.

**TraceTracker Innovation ASA** is a global information exchange for the food industry. It enables trading partners to exchange critical information across whole supply chains and effectively create 'food passports' that traces every stage of production, processing and distribution from source to supermarket shelf. This creates significant value for every connected business – *from farmers and growers through to manufacturers and retailers* - by enabling them to increase revenues and reduce costs through differentiating their products, gaining easier market access, and creating operational efficiencies. With experts based in 11 offices across Africa, Asia, Europe and North America, TraceTracker can immediately respond to customer needs. Please visit [www.tracetracker.com](http://www.tracetracker.com) for more information.

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