

IoF 2020: Beverage Integrity Tracking

Wenda | Stories 

- Reduce damage to the product due to inappropriate temperature during shipping and distribution
- Deliver the products to consumers in the best possible conditions
- Establish a direct link between producers and retailers
- Build a valuable database on beverage logistics worldwide
- Test the IoT system in collaboration with a network of about 60 stakeholders



Business Needs

The journey of wine, beer and oil from producer to retailer is a complex process, composed of variables that can affect the quality of beverages. Under stressful conditions, delicate products can undergo changes in colour and taste, risking to not meet consumers' expectations and to pose a Food Safety issue. This use case developed by Wenda in collaboration with SIVE, VINIDEAs, Highclere Consulting and VINIDEA as a grant agreement N°731884 in the framework of IOF2020 - framed in Horizon 2020, EU innovation and research programme - provides information on the distribution process for all actors involved.

Solution

An integrated system has been created to monitor the entire beverage distribution channel with the aim of achieving end-to-end temperature visibility and traceability of shipped products. The Wenda Platform, through a mobile App, has made it possible to prevent damage caused by integrity issues by sharing a database of temperature problems in the supply chain. The final retailers who received the box with wine, oil or beer, were enabled by the mobile App both to download the temperature data and to contact the manufacturer directly to receive marketing content to present to their end customer. Finally, the temperature data can be used to obtain reductions in insurance policy costs.



The clients

The project involves more than 20 wineries, breweries and oil mills, coming from 8 different Countries of the European Union, that carry out international shipments (some of them in USA and Asia) of wine, beer and oil.

Italy: 11 (10 wine, 1 beer)

Switzerland: 1 (wine)

Spain: 3 (wine)

Portugal: 3 (2 wine, 1 oil)

Hungary: 1 (wine)

Czech Republic: 1 (beer)

Romania: 1 (wine)

France: 1 (champagne)

Wenda is the Italian company, with an international footprint, which has created the only cloud, collaborative, all-in-one Platform able to govern temperature and traceability data, from production to sale.

