

SmartSense

Digital Food Safety for
Made to Order Food Offerings

RaceTrac will
save labor hours
and gain 24/7
monitoring in
600+ stores



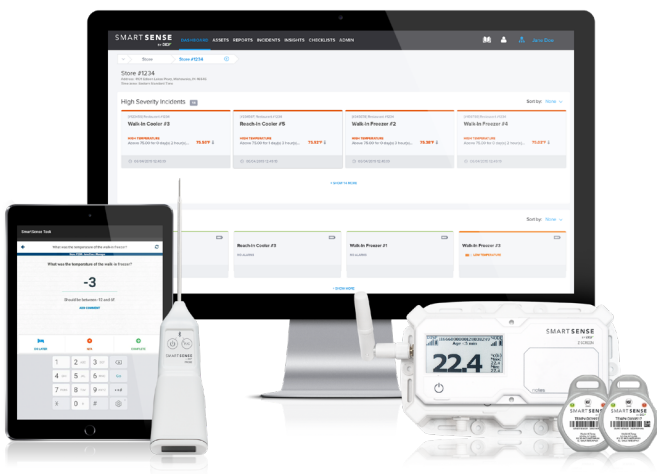
RaceTrac, a convenience store headquartered in Georgia, has recently found new profit opportunities with fresh food offerings.

The Challenge

RaceTrac, founded in 1934, operates 600+ stores and provides travelers with a wide range of standard convenience store and gasoline products, such as prepackaged foods and beverages. RaceTrac has recently found new profit opportunities in freshly prepared made-to-order food, which requires more discipline around food safety. These fresh food offerings require more process and procedure to ensure quality and safety when compared to prepackaged food. Additionally, RaceTrac manages their own food supply chain, from distribution centers to shipping and logistics, and ending with retail locations.

RaceTrac partnered with SmartSense, to implement three key capabilities:

- Improve food safety with continuous, automated monitoring
- Gain efficiencies from reduced labor
- Digitize logs and reports for centralized historical records



The Solution

Remote Monitoring for Improved Food Safety

Josh Tate, Senior Manager of Store Support and Operations, was tasked with ensuring food safety in response to the renewed focus on made-to-order foods. Before SmartSense, RaceTrac employees were required to manually log every critical temperature using a probe. This involved manual efforts to record temperature of walk-ins and reach-in coolers, with data being recorded on paper logs. With digital food safety, RaceTrac is able to automate temperature monitoring through a precise solution that provides real-time alerts, allowing RaceTrac to respond to temperature excursions before they are able to cause harm.

Improved Efficiencies from Reduced Labor Hours

As we've outlined above, store employees were completing manual tasks, such as probing food and recording temperature, up to 3 times per day per location. With more than 600 locations, 4 distribution centers, and a fleet of more than 30 trucks, RaceTrac was spending a significant amount of time on tasks that could be automated. This pivot away from manual processes has saved valuable hours for RaceTrac, freeing up time to directly interact with customers and improve their experience.

Digital Logs and Centralized Reporting

Because of the manual nature of their previous food safety plan, data was recorded in paper logs within each store. This proved difficult to analyze, and harder still to leverage as a means to prevent a foodborne illness outbreak. By digitizing their logs and reporting, RaceTrac is able to analyze food safety performance across all their stores from any device. Additionally, manual processes are error-prone and lack a method of alerting stakeholders to excursions, making prevention of foodborne illness a near impossible task. By implementing an IoT solution, RaceTrac gained the ability to receive real-time alerts for temperature excursions. This alerting capability allows RaceTrac to proactively manage food safety, preventing problems before they occur.

The Results

Now that RaceTrac has implemented digital food safety and their employees spend less time attending tedious labor, RaceTrac has access to food safety capabilities not previously available:

- Remote monitoring for proactive food safety
- Improved employee efficiency for a better customer experience
- Centralized data for enterprise wide analysis of stores

Thanks to SmartSense, RaceTrac will save 4 hours per week of labor savings across each of their stores, achieve 24/7 monitoring of their perishable foods, and gain 100% end-to-end visibility, from distribution centers to their retail stores. Due to their holistic food operations, RaceTrac has improved food handling practices at every point of their supply chain, not only in stores but also during shipment and distribution.

"The choice was simple. SmartSense met all of our requirements for an end-to-end solution."

Josh Tate,
Senior Manager of Store Operations,
RaceTrac

RaceTrac is confident in their food safety strategy knowing they have trusted a leading IoT provider. With over 30 years of experience, SmartSense provides peace of mind to customers who value food safety and operational efficiencies, a top priority at RaceTrac.

