

# Getting to a Single Source of Truth in Food Quality & Safety

Jessica Hoffman & Mike Knowlson

MAY 10, 2023

CMX1 |



# Agenda for today's session

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- Introductions
- Food safety made interactive
- **Operational excellence** -  
Checklists & activities
- **Risk management** -  
Recalls & withdrawals
- **Food quality management** -  
Product specifications & monitoring
- Q&A



**Jessica Hoffman**  
Vice President, Sales  
CMXI



**Mike Knowlson**  
Enterprise Sales Development  
CMXI

# CMX1 powers everyday excellence in the world's most trusted brands



**160K+**

Retail locations



**34K+**

Suppliers & distribution centers



**160K+**

Monthly active users



**12M+**

Audits, assessments, inspections, & checklists



**166**

Countries



**30**

Localized languages

Restaurants · Grocery · Hospitality · Manufacturing  
+ most regulated industries





# Operational excellence

Policy management | Activity management  
Checklists, self-assessments & inspections

# How do you measure the effectiveness of your food safety program?

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Conduct internal assessments

Monitor customer feedback

Both of the above

Not much at all



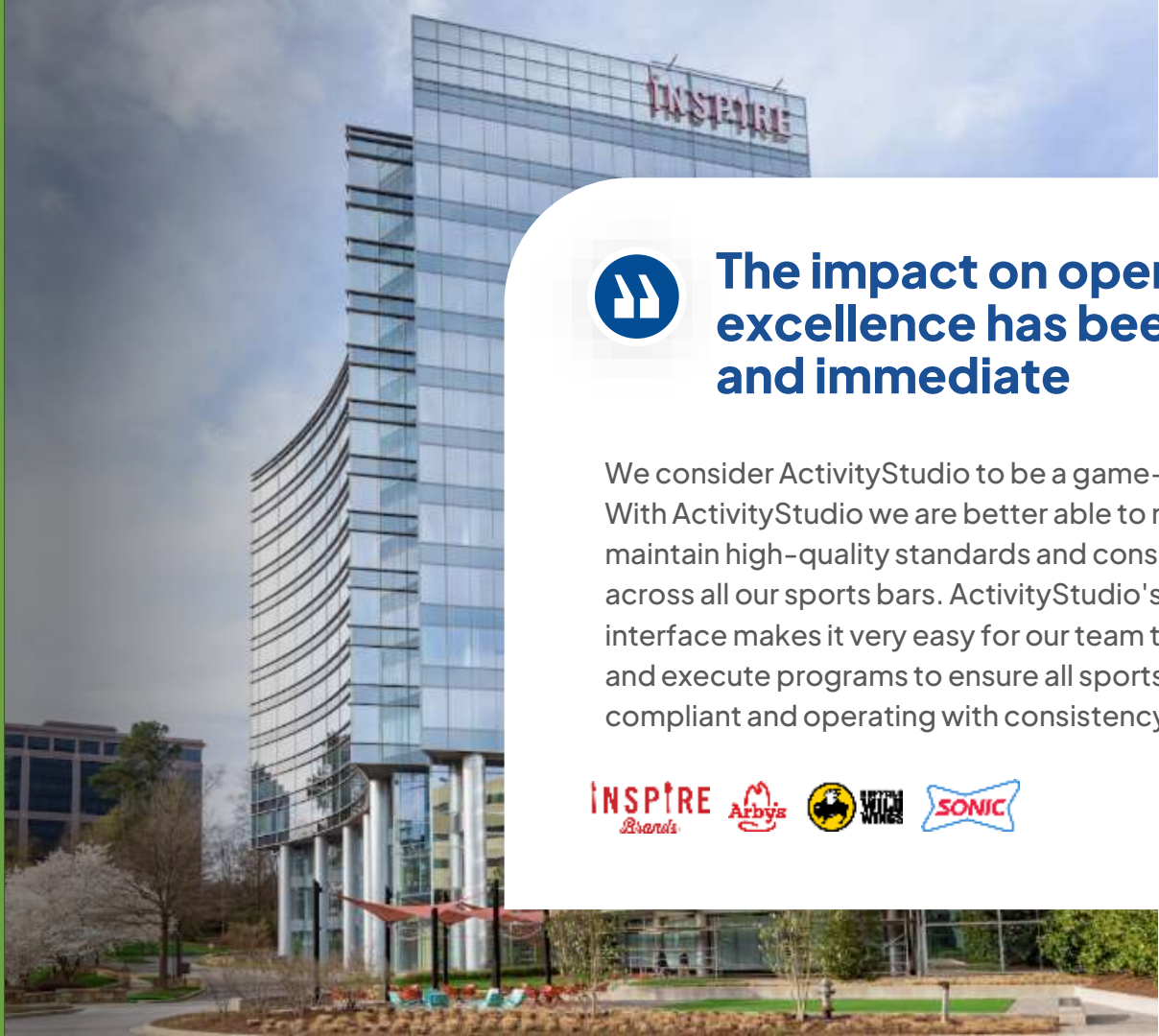


## The impact on operational excellence has been impressive and immediate

We consider ActivityStudio to be a game-changer. With ActivityStudio we are better able to manage and maintain high-quality standards and consistency across all our sports bars. ActivityStudio's intuitive interface makes it very easy for our team to develop and execute programs to ensure all sports bars are compliant and operating with consistency.



**DREW ROBERTS**  
Director, Brand Ops Performance  
at Buffalo Wild Wings





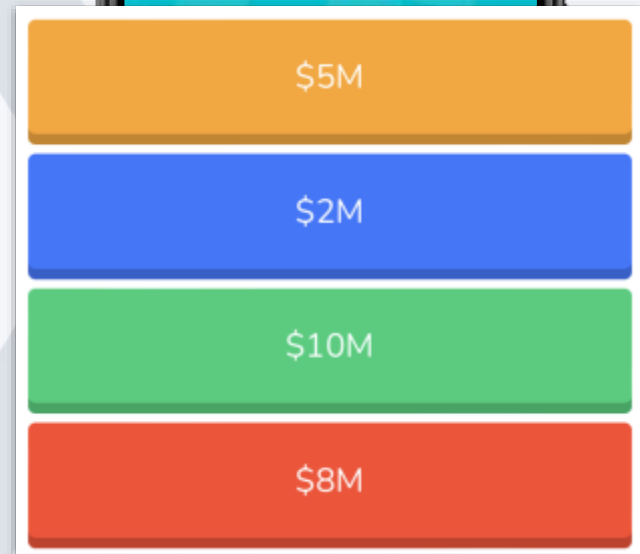


# Risk management

Incident management | Recall management



# What is the average direct cost of a recall to a food company?





## CMX1 met our criteria for having a very intuitive and easy-to-use solution

Ensuring the health and safety of our patrons is paramount, and CMX1 met our criteria for having a very intuitive and easy-to-use solution both for our team and store personnel, including the automation needed to monitor and report progress to our leadership team in real time.



**RICHARD C. STITH, JR**  
Chief, Public Health Division for  
the Defense Commissary Agency



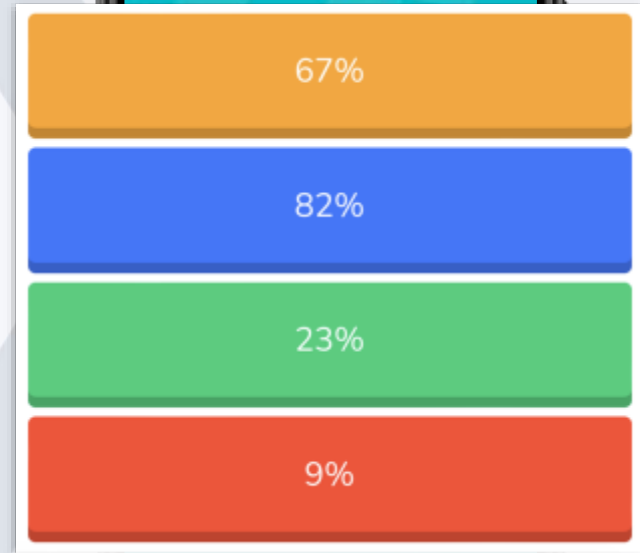




# Food quality management

Product specifications | Monitoring

# What percentage of food safety or quality managers use manual spreadsheets & shared drives as a management tool?







## CMX1 has been a tremendous partner to work with

Our operating environment is incredibly complex; we're a global brand with locations around the world, our menu is diverse and we source from thousands of suppliers. It's a tough problem to tackle and CMX1 was the right choice for us. With their platform, Burger King, Tim Hortons, and Popeyes have continued to aggressively scale while maintaining control and oversight over supplier and product quality.



**DIEGO BEAMONTE**  
Head of Quality Assurance for  
Restaurant Brands International





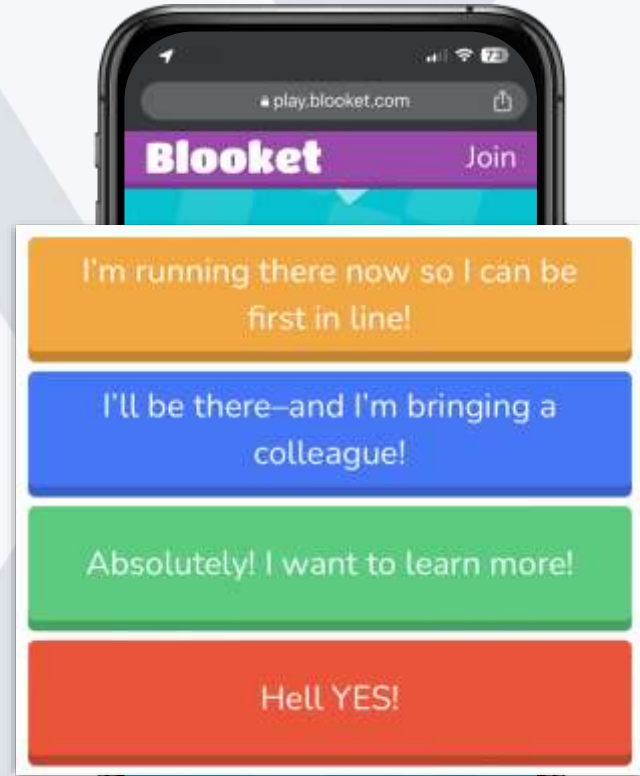


# Food safety excellence with CMX1

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**Do you want a  
complimentary gift  
by visiting us at  
booth #135?**

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**Thank you!**  
**Visit us at booth #135**

# Q&A

Learn more at [cmx1.com](https://cmx1.com)



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