



## CARREFOUR – NESTLÉ BLOCKCHAIN: TECHNOLOGY FOR FOOD TRANSPARENCY WITH MOUSLINE!

Nestlé and Carrefour have announced today that they are giving consumers the ability to access information from the first Blockchain on a national brand in Europe. This partnership is based on the shared values of each company to bring consumers greater transparency in the food sector. By simply scanning a product using a smartphone, consumers will receive reliable and unfalsifiable information on the supply chain and production. From 15 April, Blockchain technology will be applied to the famous Mousline instant mashed potato, available on shelves in Carrefour stores around France. Having joined the IBM Food Trust platform in 2017, as a founding member for Nestlé and last October for Carrefour, the 3 companies then decided to work on this project together.

### A THREE-WAY PARTNERSHIP FOR GREATER FOOD TRANSPARENCY

Beyond the innovative technology applied to this first Blockchain on a national brand, *the project is being managed in a totally new way, because, for the first time in Europe, a distributor and a world-famous manufacturer have worked together on its implementation.*

The expertise of each party has enabled this project to be implemented in under 6 months, by capitalising on the know-how of IBM, the experience of Nestlé, which launched several tests as a founding member of the Food Trust platform since 2017, and the know-how of Carrefour, which has already rolled out Blockchain technology on several products in its Carrefour Quality Lines since last year.

For Carrefour, this three-way partnership is a continuation of its programme, Act for Food, that works towards the food transition, and its desire to promote Blockchain. For Nestlé, through a national brand such as Mousline, this first Blockchain reinforces the bond of trust with its consumers through the transparency of its supply chain and manufacturing. Staying true to its authenticity and local identity, Mousline is proud to be creating a new close link with its consumers by showcasing its quality and know-how.

### THE FIRST BLOCKCHAIN ON 100% FRENCH MOUSLINE INSTANT MASHED POTATO

Using the QR code on the product's packaging, each consumer will be able to use a secure platform on their smartphone to access information on the production supply chain, including the varieties of potato used, the dates and places of manufacture, information on quality control, and places and dates of storage before the product reaches the shelves.

Blockchain technology applied to Mousline instant mashed potato, a product familiar to everyone in France, will highlight the expertise of the farmers and the men and women who, every day, apply their know-how and the necessary care to ensure the quality of an iconic and authentic brand.

#### About Carrefour in France

Carrefour has a presence in France through 4 different formats (superstore, supermarket, local stores, cash&carry) and over 5,600 stores. For over fifty years, Carrefour has established itself as the daily companion for millions of customers, by offering a wide range of products and services at the best price. To respond to new methods of consumption and make shopping easier for its customers, Carrefour develops multi-channel solutions (e-commerce, Drive, Click and Collect, express delivery, mobile applications). Carrefour employs 115,000 people and welcomes over 3 million customers in France every day. Carrefour is committed to more sustainable and responsible trade through its everyday initiatives. The group's CSR approach is based on 3 pillars: fighting all forms of waste, protecting biodiversity and supporting the company's partners.

**For more information:** [www.carrefour.com](http://www.carrefour.com) (press area, [www.carrefour.fr](http://www.carrefour.fr)) or to follow us on Twitter : @CarrefourFrance, @GroupeCarrefour

#### About Nestlé

For over 150 years, Nestlé has brought its know-how to the food sector and has set itself the ambitious aim of improving quality of life and contributing to a healthier future. Guided by these values, the 12,000 Nestlé employees in France nurture the pioneering spirit of Henri Nestlé and contribute daily towards improving products by some one hundred well-known brands.

France is Nestlé's top European market and its third worldwide. It is home to 21 of the group's production sites, with a strong link to its surroundings: 70% of raw materials used in its factories are French.

