

Brownsdale MN, December 6, 2013
IBI Data Again Achieves Top Tier Scores with AIB

IBI Data achieved an outstanding score of 950 out of a potential 1,000 points, among the highest possible, from AIB International. The AIB certifications are recognized by food companies as a measure of world-class food safety programs. Last year, IBI Data became a member of an elite group of facilities that received the Superior rating for three consecutive years.

“Food safety requirements are constantly evolving and 2013 was no exception with many new requirements and tougher regulations. We’re very pleased that we’ve once again delivered such an impressive score; 950 is right on our three year average,” says Geoff Smith, Executive Vice President of IBI Data, “We were able to maintain that rating in an environment where the new tougher regulations alone have caused many other companies to drop 50 points off their score. Our clients value the expertise we provide in food safety and the increased confidence that gives them. We find it sets us apart from other companies that offer services similar to some of ours. Getting this high ranking certification has helped us maximize the return on investment from a major upgrade in our refrigerated and frozen sample handling business a couple years ago. I can say we were proud when we received our first Superior rating four years ago. Our clients have embraced the improved services and savings we provide; maintaining these high standards is challenging, but ultimately food manufacturers (our clients) just can’t risk their good name with a company that doesn’t understand food and food safety like we do. I think a great score like this also illustrates to our clients just how key quality is to us in everything we do.”

Since 1986, IBI Data has helped foodservice manufacturers sell to all segments of the foodservice industry. IBI Data uses innovative database technology to help clients drive sales through colleges, hospitals, restaurants and other places people eat outside the home. On-going foodservice sales and marketing programs cover an impressive array of strategic initiatives — from web based marketing activities to complex integrated foodservice programs — that uniquely combine technology, direct mail, sample shipments, rebates, web ordering, warehousing, sales incentives, telesales and more.

Unlike many other marketing services companies that handle only non-food items, IBI Data also handles all types of packaged foods including shelf-stable, refrigerated and frozen samples. Recent upgrades in their refrigerated and frozen facilities and cost savings initiatives focused in those areas have reduced cost to clients by over 50%.