

IBI Data 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. IBI Data first achieved the Superior rating in 2011 and has continued to receive excellent scores for food safety each year since then.

“It’s an outstanding team. Food safety regulations continue to get tougher and we are constantly adapting our practices to stay ahead of things like The Food Safety Modernization Act (FSMA) which has really changed the food industry and focuses on preventing food contamination instead of just reacting to it. I’m proud of the folks here; it’s nice to have this outside recognition of our quality standards. AIB doesn’t have separate levels like they used to, but if they did our score would qualify us for the very highest ‘Superior’ rating,” says Geoff Smith, President of IBI Data, “This same attention to detail flows into all our services, like our recently launched Slot Guardian product that utilizes big data to identify where targeted action can have a positive impact on a client’s distribution and sales.”

Nathan Redman, Vice President of IBI Data said, “Our clients greatly value the quality and expertise we bring, from the high standards and deep understanding of food safety that this score demonstrates, all the way through to the data quality and precision of our technology services. This rating really sets us apart as we continue to invest in our food handling capabilities; just this year we doubled the capacity of our refrigerated and frozen storage. Our clients embrace the attention to detail, as well as the savings, we provide; maintaining these high standards along with keeping costs low is challenging, but ultimately food manufacturers (our clients) just can’t risk their reputation with a company that doesn’t understand food and food safety like we do. Continuing to get great scores like this, even with the increasingly complex regulations, illustrates to our clients how important quality and consistency 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. Ongoing 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 marketing, 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. Important upgrades their refrigerated and frozen facilities and continued cost savings initiatives drive the costs down drastically versus what manufacturers can achieve on their own.