

Ensuring Peak Freshness:

Marley Spoon Teams Up with Evigence for Innovative Solution

The Evigence Solution



Evigence's Freshness Management System combines sensors and data analytics to give food brands and consumers real-time visibility into the freshness of foods at the moment they arrive at the consumers doorstep.

Meal Kits: The Challenge and the Opportunity

Marley Spoon by Martha Stewart is a meal kit subscription service that sends fresh ingredients and recipes directly to their customers' doorsteps. Marley Spoon holds itself to high standards of quality and freshness, but faced a critical challenge - neither the company, nor its customers, had visibility into the freshness of ingredients at the moment of home delivery.

Marley Spoon relies on third-party shipping companies to take the meal kits from their production facility to customers' homes, a journey that takes on average 1 to 5 days and creates a blind spot in the cold chain conditions affecting the freshness of the ingredients inside.

Marley Spoon wanted to ensure that 100% of its meal kits arrived to customers at peak freshness - both to meet their own rigorous compliance standards, and to get ahead of pending regulations that they believe will soon become the industry norm.

To do so, they turned to Evigence.



Fresh Visibility, Fresh Results

Marley Spoon implemented Evigence's Freshness Management System with three goals in mind:



Ensure the freshness of ingredients and compliance with quality standards for every meal kit delivered to customers

100%

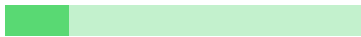


visibility of boxes shipped



Enable continuous improvement and savings in logistics operations by responding quickly to trouble spots and identifying patterns to avoid them in the future

18%



reduction in orders requiring corrections



Increase customer confidence in the freshness of their meal kits, thereby increasing customer loyalty and retention

76%



of customers indicated improved trust in the Marley Spoon brand

78%



of customers would like to see the program continued

73%



of customers indicated confidence in the quality of ingredients



How does it work?



Sensors

Sensors are placed in shipping boxes during packing to react to aggregate time and temperature exposure during transit



Scans

Customers scan the sensor with a camera phone to confirm freshness upon arrival, and can also read the sensor "at a glance" based on visual color change from green to red



Insights

Scan data is sent to Marley Spoon via the Evigence Insights Engine to enable immediate response to non-fresh alerts and analysis of freshness patterns over time

"Food safety is a top priority at Marley Spoon, and we know our job isn't done just because our boxes have shipped.

Evigence has given us first-time visibility into the freshness of our ingredients when they arrive to our customers' homes, which has been game changing both for our operations and for building trust and loyalty with our customers."



Natasha Tahilramani,
Head of Quality,
Safety & Sustainability,
Marley Spoon



Improve freshness across your cold chain and boost customer loyalty. [Discover how here.](#)

