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Cisco inks IoE deal with Barilla Group



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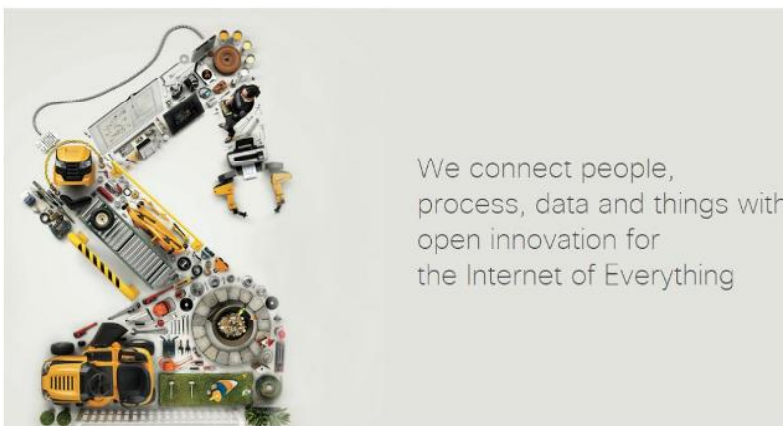
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Cisco announced its Internet of Everything (IoE) deal with pastas and sauces maker Barilla Group to deploy Safety for Food (S4F) technology platform.

The platform — powered by the software ValueGo and developed by Penelope — enables Barilla consumers to scan a QR code on the back of limited edition Farfalle Pasta and Tomato and Basil Sauce packages to access a website that tells the story of the specific production batch and analysis of all major phases of the supply chain.

Consumers can find the limited edition Barilla pasta and sauce packages at the Coop Supermarket of the Future, part of the Future Food District at EXPO 2015 in Milan.

“The Safety for Food initiative aims to provide a database of food products and greater traceability of agricultural food production, according to international standards on food safety, quality and origin of raw materials,” said Agostino Santoni, CEO of Cisco Italia.

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