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**FOR IMMEDIATE RELEASE**

**SANITRACE LOGGED MORE THAN 120 TONS OF GROUND BEEF**  
**-- *Grocery Stores In The Midwest Use The SaniTrace Ground Beef Logging & Labeling Solution To Gain Compliance with New USDA Regulations* --**

**St. Louis, September 26, 2017** – SaniTrace, LLC, a software as a service (SaaS) start-up company that was the first to provide text notifications for ground beef recalls, has logged more than 120 tons of ground beef through the SaniTrace Ground Beef Logging & Labeling Solution in less than one year. The SaniTrace Ground Beef Logging & Labeling Solution sends text messages to shoppers in the event of a national or local recall on ground beef, and provides grocery stores, delicatessens, and butcher shops with immediate compliance to the U.S. Department of Agriculture’s Food Safety and Inspection Service (FSIS) federal regulation.

“It is fulfilling to see that SaniTrace has helped grocery stores accurately log so many tons of ground beef in such a short period of time,” announced Robert H. Rose, founder, president and CEO of SaniTrace. “And it is exciting that National Sales and Marketing has agreed to sell the SaniTrace Solution throughout the United States.”

“National Sales and Marketing (NSM) is proud to be the first master food broker to sell the SaniTrace Ground Beef Logging & Labeling Solution to more than 50,000 stores through our network of food broker partners,” said Sal Stazzone, president and CEO of Alliance Foods, Inc., the parent company of National Sales and Marketing. “NSM believes the SaniTrace Solution is easy for meat cutters to use, and provides grocery owners with peace of mind that stores are compliant with the new USDA FSIS regulation.”

The SaniTrace Solution allows meat cutters to electronically log, store and centrally manage all their ground beef data, as well as track the sanitization of their meat grinding equipment, without any information technology experience necessary.

## ***SaniTrace Ground Beef Logging & Labeling Solution Add One***

Grocery shoppers can scan the QR Code found on the SaniTrace label with their smartphone, or text the unique SaniTrace product identifier to a local phone number and be immediately notified via text in the event of a recall on ground beef. The new USDA FSIS regulation requires all retail markets engaged in the sale of freshly ground beef to keep extensive records of all meat source data from each grind, along with the date of equipment sanitization – all of which the SaniTrace Ground Beef Logging & Labeling Solution easily does.

### **About SaniTrace**

SaniTrace is a software as a service (SaaS) company focused on creating innovative and simple-to-implement systems to improve cleaning and sanitization processes. SaniTrace - Providing Peace of Mind Through Technology!

For additional information, please visit [www.sanitrace.com](http://www.sanitrace.com).

### **About National Sales and Marketing**

National Sales and Marketing is comprised of a network of food brokers positioned across the United States with a reach to 125 customers representing over 50,000 store doors. Through their broker partners, National Sales and Marketing assists consumer good marketers to effectively place their products across a broad range of retail channels and regions of the U.S. With a Comprehensive Market Approach, National Sales and Marketing is committed to quickly getting products into the consumers' hands.

For additional information, please visit [www.nsmnetwork.com](http://www.nsmnetwork.com).

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