



## CASE STUDY

**Butternut  
Box**

From a flat in London to  
Unicorn status and  
European domination  
using Safefood 360°.

**“I know that what I am seeing is the best version of the truth I can have”**



**Catherine Fenwick**  
Head of Technical

When a beloved family pet developed tummy troubles, one frustrated human couldn't find healthy dog food that helped. Taking matters into his own hands and kitchen, he began to cook simple ingredients and the troubles soon disappeared.

An idea was born with a friend to deliver health and happiness because dogs deserve better – and from cooking at night, the company has rapidly grown in 8 years.

Butternut Box is now a BRCGS AA certified company who operate across Europe from two manufacturing facilities and show no signs of slowing down.

## History

Founded in 2010 from a flat in London, Butternut box moved to its first pilot facility in 2016. With the concept proving a massive success with dogs across the UK, the company quickly outgrew its operations and realised they needed a dedicated partner to support their food safety and quality compliance and growing market demand.

With a new purpose-built facility soon to launch in Sheffield, England, the company engaged in an in-depth examination of Quality Management Systems that would complement their ERP and state-of-the-art production processes.

Safefood 360° was chosen as the platform of choice and began to deploy in 2020 ahead of the factory go-live date in 2021.

## The Solution

The team at Butternut Box chose to deploy both the Food Safety and Supplier Quality Management Systems by Safefood 360°, opting to create records, programmes and workflows from scratch within the system rather than importing them in.

With an ambitious goal to achieving BRCGS certification immediately after production to show that the petfood was of such good quality it was fit for human consumption – the team partnered with SF360° Professional Services for project implementation across all modules of the system, as well as training to ensure they would be fully self-sufficient and successful in ongoing configuration of the platform.

“Everything is in the system and you can find it on your phone or tablet”



**Kamil Rzad**  
Technical Team Leader

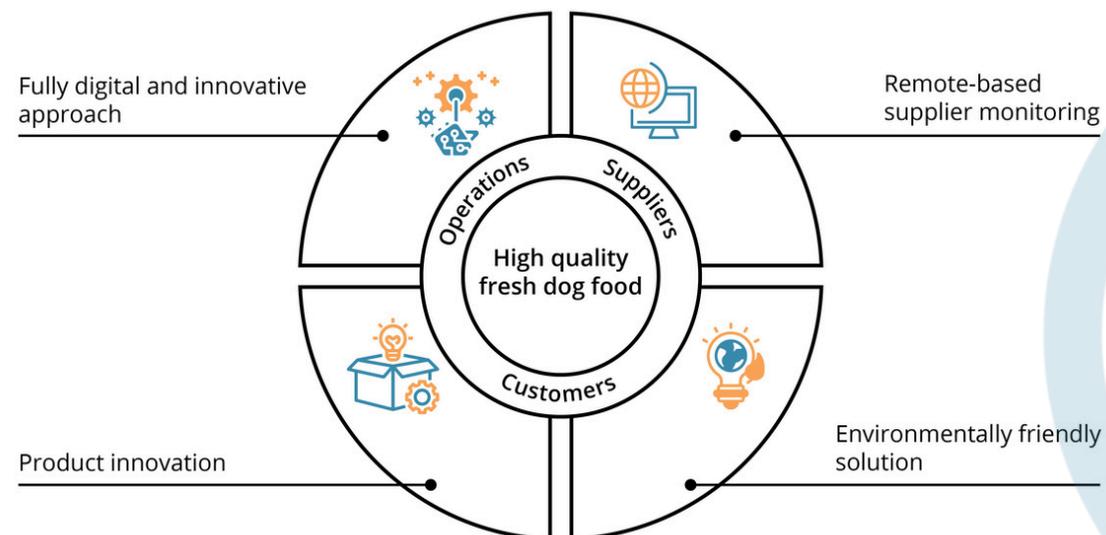
## Implementation

Although 6 months were initially planned as the finishing touches were put on the new facility, the total project was completed, signed-off and the system was live within 4 months.

The deployment was unusual in that the typical Safefood 360° customer often has robust processes and matured compliance systems already in place and replicate these as they digitally transform. However, in this case much of the documentation, records, programmes, processes and master data had to be built from scratch within Safefood 360°.

To support this, the Safefood 360° Professional Services team worked with key Butternutters to ensure they had complete mastery and control of their system and could make changes in real-time as they scaled operations.

Implementing a fully digital food safety and supplier quality management system has significantly improved Butternut Box's operational efficiency and facilitated a smoother manufacturing process. Firstly, through the implementation of a digitally and remote accessible platform, teams can promptly conduct investigations and swiftly identify any discrepancies in materials, thereby prevent any potential issues with product quality. This proactive approach mitigates the risk of consumers receiving goods that are not as expected and the company can confidently continue to ensure a positive experience for both dog owners and most importantly, the dogs themselves.



**“We now have  
something integrated  
that can tackle all areas  
of the business”**



**Catherine Fenwick**  
Head of Technical

The implementation of an industry-specific system has enabled Butternut Box to execute their audits and traceability tests seamlessly. This strategic approach has facilitated the attainment of the highest standards with a prestigious BRCGS AA+ recognition underpinning their expansive European operations.

By prioritising stringent quality control measures, Butternut Box can maintain and reinforce its reputation across Europe as both a disruptor and leader in the pet food industry.

By digitizing key aspects of its operations, including supply chain management, production tracking, and quality control, Butternut Box can scale its operations while ensuring consistency and adherence to stringent standards.

This seamless integration of digital solutions not only enhances Butternut Box's agility in responding to market demands but also reinforces its reputation as an industry leader committed to innovation and excellence.

## The Results

- Project complete 2 months ahead of schedule.
- Full compliance across Food Safety and Supplier Quality Management Systems.
- Sites are BRCGS AA+ certified.
- Over 12,000 digital records raised every month.
- Growth continues with a new site in Central Europe.
- Custom developments of the Safefood 360° platform to support integrations.

## More Information

Watch the full Butternut Box story on our website at: [Safefood 360° - Food Safety And Supplier Quality Management.](#)

Safefood 360° solutions are used by other leading pet food and feed manufacturers such as Affinity Petcare and Scoular.

To find out more and see how suitable it is for your business, contact our team today for a personalized demonstration to your requirements.

