



For additional information contact:  
Robert H. Rose, SaniTrace, 1.855.490.2335

**FOR IMMEDIATE RELEASE**

**SANITRACE IS THE FIRST COMPANY TO PROVIDE  
TEXT NOTIFICATIONS FOR GROUND BEEF RECALLS  
-- *The Solution Provides Immediate Compliance With New Federal Regulations* --**

**St. Louis, April 28, 2016** – SaniTrace, LLC, a new startup launched in mid-December 2015, developed the new Ground Beef Logging & Labeling Solution that sends text messages to customers 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 that takes effect in June of 2016.

Customers can scan 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.

SaniTrace allows meat cutters to electronically log, store and centrally manage all of their ground beef data, and track the daily sanitization of their meat grinding equipment. The SaniTrace Ground Beef Logging & Labeling Solution generates a unique label for each package of ground beef. The SaniTrace label contains a QR Code and unique product identifier that holds specific production information to track each ground beef package from origin to consumer. If a particular package of ground beef is recalled, SaniTrace alerts the consumer via text message.

***-more-***

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

“The SaniTrace Ground Beef Logging & Labeling Solution provides shoppers with important peace of mind that they will be notified via text message if and when a recall is announced on their ground beef purchases,” explained Robert H. Rose, founder of SaniTrace. “Since the USDA requires retailers to log and store ground beef data, I thought it would be beneficial to share this data with consumers and empower them through a text message if a recall is announced on their ground beef purchase.”

**About SaniTrace**

SaniTrace creates electronic systems to log all cleaning activities in real-time. For use in hospitals, grocery stores, convenience stores, hotels, restaurants, and ground beef operations, SaniTrace provides 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).

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