

# BRAND PROTECTION FOR SNACK FOODS



Sustainable Solutions for Health,  
Productivity and the Environment.



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# Experts in Brand Protection for Snack Food...

Is your plant in regulatory compliance? Are your customers demanding more from your Food Safety Program? The snack food industry is growing explosively and is a highly competitive market that is driven by ever-changing consumer tastes and preferences, as well as a drive toward healthier eating. This puts complexities on your operations with the varieties of oils, especially non-hydrogenated oils, and their difficulty in cleaning, the need to preserve equipment life, allergen concerns, and of course, pathogen control.

Implementing a HACCP-based food safety program and following the principles of the Global Food Safety Initiative are necessary to control pathogens and meet the requirements of your customers. Increased shelf life and improved quality are also necessary in growing brand equity, increasing consumer confidence and increasing company profitability.

## The BrandGuard Approach

Our HACCP-based BrandGuard Food Safety Program offers solutions to the snack food industry across all aspects of food safety including brand protection and sustainable solutions. We help with:

- Sanitation improvement recommendations
- SSOP verification
- A HACCP approach to Food Safety

AuditGuard, a component of BrandGuard, is a comprehensive program that prepares you to pass your SQF, BRC or similar audits by identifying program deficiencies before they negatively impact your brand, your customers and your profitability.

Our Food Safety Specialists will design a comprehensive program to meet your most difficult soil and microbiological challenges.

Our 31-Point Service Program identifies sustainable solutions to provide:



Improved worker safety



Chemical usage efficiency



Reduced water and energy use



For more information visit  
[www.rochestermidland.com](http://www.rochestermidland.com)  
or call 1.800.836.1633 today.

