**Cooltrax Empowers Ben E. Keith Foods with Fresh inTransit, a FSMA Compliance Solution**

Innovative solution delivers real-time visibility of food product temperatures and key insights

Atlanta, GA – June 27, 2018 – Cooltrax, a global leader in temperature control monitoring and reporting, has announced an expanded partnership with Ben E. Keith Foods for the deployment of Cooltrax Fresh inTransit across the company’s distribution network serving the southern United States. With a growing focus on food safety regulated by the Food Safety Modernization Act (FSMA), the Cooltrax solution tracks the location of refrigerated trailers and reefers, monitors the performance of the fridge unit, and provides reefer-independent product-level temperature monitoring using combined telemetry and wireless technologies.

“At Cooltrax, we have an unwavering commitment to our transportation partners in helping them deliver perishable food products safely and securely, which can only happen by having constant, detailed visibility into their trailers and transportation environment. The entire Ben E. Keith Foods team shares a similar vision, and we are very proud to expand this partnership that will enable their continued leadership in the handling of food products that serve a broad range of customers,” remarked Mike Sharpe, President - Cooltrax Americas.

“Ben E. Keith understands that the handling of food products requires a strong focus on efficiency, safety and quality. Cooltrax has effectively helped solve that challenge for us, as their innovative Fresh inTransit solution will now empower our entire team to closely monitor our refrigerated environment and quickly address any problems that may occur. Equally important, the partnership with Cooltrax will help us remain compliant with the regulatory mandates of FSMA,” commented Dick Hairston, Director of Operations and Transportation, Ben E. Keith Company.

Cooltrax Fresh inTransit delivers improved visibility into the handling of temperature-controlled products. Through the Cooltrax Business Intelligence dashboard, shippers can monitor product-level temperatures within custom pre-defined ranges. Additionally, customers can see the speed and location of product movement, the timing and duration of door-opening activity, and manage to operational standard operating procedures throughout their cold chain more effectively.

**ABOUT COOLTRAX**

For more than 10 years, Cooltrax has helped companies across the globe manage their cold chain, with a suite of solutions that cover the entire cold chain while allowing warehouse and fleet managers to know the exact temperature of all food-service fridges and reefer units in real-time. Cooltrax enables industries to become more valuable to their customers by providing leading-edge technology to capture, monitor and report real-time temperatures in trailers, storage, in-store and at the product level. For more information, visit [www.cooltrax.com](http://www.cooltrax.com).

**ABOUT BEN E. KEITH FOODS**

Established in Fort Worth, Texas in 1906, Ben E. Keith Foods is the nation's eighth largest broad line foodservice distributor and operates today with eight divisions shipping to fourteen states throughout the country. For more information, visit [www.benekeith.com](http://www.benekeith.com).