

Application: 4370

TraceGains

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> TraceGains
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> TraceGains
<b>Category</b> Q01h. Company of the Year - Information Technology - Software
<b>Company of the Year Submission Format</b> Written Answers
<b>a. Briefly describe the nominated company's history and past performance (up to 200 words). Required</b> <p>Founded in 2008, TraceGains helps brands navigate the complexities of global food and beverage markets with advanced and integrated digital solutions for compliance, nutritional calculation and labeling, and new product development. Trusted by over 1,200 global clients, including half of the world's top 100 food and beverage manufacturers, the TraceGains network connects brands via a vast ecosystem of 73,000 supplier locations, along with a comprehensive database of half a million ingredients and products. Through this network, TraceGains enables brands and suppliers to collaborate effectively, sell ingredients, develop new products, ensure food safety, mitigate risks, and comply with complex global regulatory requirements.</p> <p>In the midst of significant shifts within the global food sector, TraceGains closed out a remarkable first quarter of 2024, reporting record new contract wins, exciting customer growth, significant international expansion, new product innovations, and momentum from its recent strategic acquisition of Europe's premier nutritional calculation and labeling software provider NutriCalc. With these Q1 achievements, TraceGains has positioned itself as the emerging provider of choice for the global food and beverage industry.</p>

**b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

In an era where the industry faces growing complexities around food safety, fraud, and regulatory compliance, TraceGains offers reliability and innovation that uniquely blends technological advancement and deep industry expertise.

With the introduction of TraceGains Gather in October 2022, TraceGains removed the roadblocks of broader enterprise software decisions by giving end users immediate individual access to solutions that empower them to overcome today's challenges.

With food fraud on the rise, TraceGains also launched an AI-enabled solution that automatically maps global risk and incident data to customers' ingredient supply chains with proactive alerting and watchlists. It also introduced a regulatory data solution that covers more than 200,000 regulations across 163 countries worldwide.

In the face of challenging local market conditions in 2022, TraceGains also expanded into the EU and the UK. While other companies struggled with rising costs and a lingering labor shortage, TraceGains added new customers and doubled its workforce in those regions.

2023 continued to be a monumental year for TraceGains as it firmly established itself as the "go-to" integrated and intelligent supply chain solution. It also launched Sales Hub, which allows suppliers to market their products on a dedicated global marketplace exclusively designed for food and beverage industry services, as well as Supplier Management Pro, which offers a simple, versatile solution for centralizing and optimizing supplier documentation and data.

TraceGains kicked off 2024 with a bang with the acquisition of NutriCalc, Europe's premier nutritional calculation and labeling software provider, sparking widespread interest in TraceGains' integrated NPD solutions.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required**

Reflecting its commitment to driving innovation and efficiency in the food and beverage industry, TraceGains also demonstrated a remarkable increase in visibility within the food and beverage industry over the last few years. Based on media coverage from 2022 to early 2024, TraceGains grew its share of voice from 23% to over 40%, cementing its status as an industry leader while also significantly expanding its reach.

Going beyond its innovation and showing the real heart and soul of the company, as layoffs plagued the tech industry in 2022, with job cuts totaling more than 130,000, TraceGains grew its headcount by 48% from early 2021 to the beginning of 2023.

The company also reported a 35% increase in year-over-year revenue bookings in 2023, driven by high growth of its new product development solutions and triple digit growth percentages in international markets. These successes underscore the company's expanding global footprint and its effectiveness in addressing compliance and product development complexities rooted in issues like food safety, food fraud, ESG, and intensifying global regulations.

In spite of a global tech market that saw investors lose more than \$7.4 trillion in 2022 – based on NASDAQ data – TraceGains has seen persistent revenue growth and network engagement at a time when other tech companies have struggled to sustain their pandemic-driven momentum. The company's rapidly growing network empowers brands worldwide by saving time on sourcing and supplier approvals, speeding up time to market by 75%, and reducing sourcing backlogs by 85%.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

The provided supporting materials show robust evidence of TraceGains' strategic growth, its various product innovations, as well as the depths of its industry leadership. From launching new products, expanding services, and conducting industry research, to achieving record-breaking financial performance and announcing strategic acquisitions, TraceGains has demonstrated continuous impact and success within the food and beverage sector.

**Webpage Link**

<https://www.prnewswire.com/news-releases/networked-ingredients-marketplace-creator-unveils-tracegains-gather-free-global-sourcing-and-supply-chain-management-solution-for-consumer-goods-companies-301660804.html>  
(<https://www.prnewswire.com/news-releases/networked-ingredients-marketplace-creator-unveils-tracegains-gather-free-global-sourcing-and-supply-chain-management-solution-for-consumer-goods-companies-301660804.html>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.prnewswire.com/news-releases/tracegains-posts-record-breaking-2022-numbers-301767589.html>  
(<https://www.prnewswire.com/news-releases/tracegains-posts-record-breaking-2022-numbers-301767589.html>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://www.prnewswire.com/news-releases/tracegains-unveils-supplier-management-pro-to-help-growing-brands-meet-increasingly-stringent-regulatory-documentation-requirements-301879285.html>  
(<https://www.prnewswire.com/news-releases/tracegains-unveils-supplier-management-pro-to-help-growing-brands-meet-increasingly-stringent-regulatory-documentation-requirements-301879285.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.prnewswire.com/news-releases/tracegains-unveils-sales-hub-software-designed-for-suppliers-in-response-to-expanding-marketplace-and-surg-ing-demand-for-ingredient-transparency-301938836.html>  
(<https://www.prnewswire.com/news-releases/tracegains-unveils-sales-hub-software-designed-for-suppliers-in-response-to-expanding-marketplace-and-surg-ing-demand-for-ingredient-transparency-301938836.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 5**

<https://www.prnewswire.com/news-releases/tracegains-soars-with-65-year-over-year-revenue-bookings-surge-in-q3-2023-301987088.html> (<https://www.prnewswire.com/news-releases/tracegains-soars-with-65-year-over-year-revenue-bookings-surge-in-q3-2023-301987088.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 6**

<https://www.prnewswire.com/news-releases/tracegains-marks-monumental-2023-with-accelerated-year-over-year-growth-302039509.html> (<https://www.prnewswire.com/news-releases/tracegains-marks-monumental-2023-with-accelerated-year-over-year-growth-302039509.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 7**

<https://www.prnewswire.com/news-releases/tracegains-acquires-nutricalc-in-strategic-move-that-brings-immediate-innovation-to-food-and-beverage-supply-chain-302042955.html> (<https://www.prnewswire.com/news-releases/tracegains-acquires-nutricalc-in-strategic-move-that-brings-immediate-innovation-to-food-and-beverage-supply-chain-302042955.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 8**

<https://www.prnewswire.com/news-releases/tracegains-begins-2024-with-strong-growth-and-strategic-milestones-302124251.html> (<https://www.prnewswire.com/news-releases/tracegains-begins-2024-with-strong-growth-and-strategic-milestones-302124251.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 9**

[https://tracegains.com/resource/2024-npd-report/?utm\\_source=finn&utm\\_medium=press\\_release&utm\\_campaign=2024\\_npd\\_innovation-gbl&utm\\_content=2024\\_npd\\_survey\\_report](https://tracegains.com/resource/2024-npd-report/?utm_source=finn&utm_medium=press_release&utm_campaign=2024_npd_innovation-gbl&utm_content=2024_npd_survey_report) ([https://tracegains.com/resource/2024-npd-report/?utm\\_source=finn&utm\\_medium=press\\_release&utm\\_campaign=2024\\_npd\\_innovation-gbl&utm\\_content=2024\\_npd\\_survey\\_report](https://tracegains.com/resource/2024-npd-report/?utm_source=finn&utm_medium=press_release&utm_campaign=2024_npd_innovation-gbl&utm_content=2024_npd_survey_report))

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 10**

[https://tracegains.com/resource/esg-compliance-report/?utm\\_campaign=2023%20Campaign%3A%20Brand%20Awareness&utm\\_source=PR&utm\\_medium=FINN&utm\\_term=ESG-REPORT&utm\\_content=ESG-REPORT](https://tracegains.com/resource/esg-compliance-report/?utm_campaign=2023%20Campaign%3A%20Brand%20Awareness&utm_source=PR&utm_medium=FINN&utm_term=ESG-REPORT&utm_content=ESG-REPORT) ([https://tracegains.com/resource/esg-compliance-report/?utm\\_campaign=2023%20Campaign%3A%20Brand%20Awareness&utm\\_source=PR&utm\\_medium=FINN&utm\\_term=ESG-REPORT&utm\\_content=ESG-REPORT](https://tracegains.com/resource/esg-compliance-report/?utm_campaign=2023%20Campaign%3A%20Brand%20Awareness&utm_source=PR&utm_medium=FINN&utm_term=ESG-REPORT&utm_content=ESG-REPORT))

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

**Terms and Conditions**

I Agree