SAP · **Adam Foods**

Adam Foods: Baking data visibility into sustainable packaging

Sustainability is a top priority for Adam Foods S.L.U., which aims to combine pleasure and nutrition with its cookies, broths, pâtés, pastries, honey, and breads. With quality ingredients and its own recipes, some more than a century old, the company creates flavors, aromas, and textures that help ensure customers enjoy their meals to the fullest.

Because what's outside these products is just as important as what's inside, Adam Foods needed better packaging visibility. With regulations such as Spain's plastic tax in mind, it set out to integrate data to help determine packaging fees based on sustainability factors. By deploying the right solution, it could not only smoothly comply with the Spanish law but also proactively prepare for future regulations.

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MINSAIT

Addressing local regulations with a global solution using SAP Responsible Design and Production

Before: Challenges and opportunities
- Comply with evolving EU sustainability regulations and plastic tax requirements in Spain
- Centralize material and packaging data in one master data source to gain more visibility
- Move away from manual generation of tax forms and inefficient tracking methods
- Leverage the existing SAP ERP application landscape for current and future sustainability solutions

Why SAP and Minsait
- SAP Responsible Design and Production solution, helping centralize packaging data, run material analyses, calculate packaging fees, and foster compliance
- Minsait, offering a high degree of specialization and knowledge of digital transformation, integration, and implementation specific to SAP Responsible Design and Production

After: Value-driven results
- Integrated extended producer responsibility data, improved visibility, and enabled tracking for logistic documents and invoices
- Generated tax forms in-house to comply with Spain's plastic packaging tax and EU regulations
- Captured plastic tax refunds to offset the cost of the project's implementation
- Prepared for upcoming regulations impacting the rollout of SAP Responsible Design and Production across Europe

"SAP Responsible Design and Production improved our packaging data visibility by creating one master data source. We can now generate tax forms in-house to meet Spain's plastic tax mandate and **proactively prepare for upcoming regulations** affecting our business in Portugal, Hungary, Romania, and Poland."

Isidro Rodríguez Ureña, IT and Digital Transformation Lead, Adam Foods S.L.U.

1
Data source with integrated sustainability features

100%
Expected ROI in the first year through tax benefits

5
Countries planned for deployment: Spain, Portugal, Hungary, Romania, and Poland

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| Adam Foods S.L.U. Barcelona, Spain www.adamfoods.com | Industry Consumer products | Products and services Food conglomerate manufacturing cookies, broths, pâtés, pastries, honey, and bread | Employees 3,000 | Revenue €500 million | Featured solution SAP Responsible Design and Production | Want to know more? Read the full story |