



CASE STUDY



Guittard Chocolate Company Reduces False Positives by 30% with GENE-UP®.

BACKGROUND

Since 1868, Guittard Chocolate Company has been making premium chocolates and chocolate products in California. Through more than 150 years of innovation, the family-run company has delivered the highest quality available premium chocolate products and was among the first to begin testing for *Salmonella* in the 1970s. From traditional cultural testing to ELISA to PCR, Guittard has long been an innovator in confirming the quality and safety of their product. Today, the international retailer relies on GENE-UP to detect and identify contaminants in its on-demand products before final shipment.



GOALS & OBJECTIVES

After years of quality control testing with a competitor's PCR system, Guittard's quality team was looking for a change. The old process was tedious with unreliable reagents and standards that resulted in several false positives—halting production, threatening reputation, and sacrificing the bottom line. The company conducted a comparative analysis study to find the system that would most effectively reduce risk while increasing performance. Together with the bioMérieux scientific support team, Guittard conducted a rigorous 9 month evaluation. At the conclusion of the study, Guittard leadership made the decision to adopt GENE-UP for all pathogen testing.

- Reduce false positives
- Improve reliability of reagents
- Choose the right system to fit the company's on-demand production needs

PIONEERING DIAGNOSTICS

RESULTS

After implementing the GENE-UP® system with bioMérieux, Guittard noted a 30% reduction in false positives. The team also reports an increase in efficiency, giving them more time to focus on other laboratory responsibilities. Additionally, VILINK®—a remote support tool—has made it possible for rapid assistance, reducing downtime and increasing productivity.



**30% reduction
in false positives**



**Improved laboratory
efficiency**



**Faster response time
when a contaminant
is detected**



**Protected
reputation**



**Time and
cost savings**

“ It’s always good to be associated with leaders in the industry—
bioMérieux is the largest in the world. It’s a great reflection on our
testing program with our customers and potential customers working
with a world leader like bioMérieux. When we give tours of the lab, our
customers are always impressed by our commitment to food safety, all
the way to the top of the organization. ”

– Ken Givich, *Director of Microbiology, SQF, Compliance, Guittard Chocolate Company*