**CASE STUDY.**

Britaan is a global cheese manufacturer and they sale the cheese brand named “Good Cheese” in Germany. Over the past one year, there has been more recalls in the “Good Cheese” brand. The major reason broadcasted in the news channels and newspapers is that the cheese packets manufactured outside Germany were only recalled. Britaan’s cheese factories outside Germany don’t have stringent quality check measures compared to the Britaan’s German cheese factories. The sale of “Good Cheese” in Germany have declined drastically over the past few months as the consumers don’t have the trust about where the cheese packets were manufactured.

To regain the trust of the cheese consumers in Germany and re-establish their “Good Cheese” brand, Britaan wants to implement a blockchain based solution. The blockchain solution will track the packed cheese products from the time it’s manufactured in the Britaan’s cheese factories till the time it’s delivered to the retail stores. The cheese packets reach to multiple different retail stores through the distributors. The distributors receive the cheese packets from Brittan by scanning the bar code on the cheese packets and takes the ownership of the packets with them. The retailers scans the barcode of the cheese packets from the distributors to transfer the ownership from the distributor to the retailer.

The entire jouney of ownership transfers of the cheese packets from the Britaan’s factories to the retailers are tracked on Blockchain to convince the German cheese consumers that the cheese they consume is indeed manufactured in Germany.