By Ed Leahy

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Formula One embracing farm to fork tech

Caterers Absolute Taste have employed blockchain specialists Omnitude to help provide detailed food facts for their diners

A Formula One catering company will soon make use of new blockchain software that will allow diners to track their food from farm to fork.

British tech company Omnitude have partnered catering firm Absolute Taste to provide novel details on the origins of their produce, covering every stage of the supply chain.

According to Omnitude, diners will be able to see where their food came from right down to the fisherman who line caught their salmon, or the farm which reared their beef. Omnitude's use of blockchain technology will be integrated with other solutions including QR codes to allow diners to source information even before they have placed an order with their waiter.

Absolute Taste currently work extensively in sport, including Formula E, The British Grand Prix at Silverstone, The Fever Tree Championships at Queens and The Volvo Round The World Yacht Race.

Gary Kennerley, managing director of Absolute Taste, said: "We are very excited to be partnering with Omnitude. Absolute Taste is a company that has always sought to provide innovation to all of its clients and we always harness the latest in technology innovation to further enrich their experience.

"Historically, the provenance of the produce we use is expressed to customers through a few words on a menu. However, our partnership with Omnitude will give those eating our food a far deeper experience

at our events and venues, and even to the private jets we service. Each item on the menu will have a unique, trusted, verifiable journey that customers can explore. It's part of our commitment to cutting-edge cuisine that is customer-centric and deeply personalised as well as fitting perfectly with our philosophy of taking the story behind our produce very seriously."

The partnership with Absolute Taste who work extensively within motorsport, follows Omnitude's recent announcement that it is partnering with Williams Martini Racing in an effort to explore how blockchain technology can enhance the world of Formula One.

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