

# FoodDocs vs trail

## Key features

## FoodDocs

## Trail

### TARGET CUSTOMERS

Targets mid-size hospitality, retail, and healthcare businesses operating across multiple locations.

Targets small to mid-size hospitality and retail businesses, including independent venues and multi-site operators.

Perfect tool for food safety leaders, operations managers, executive chefs, and culinary managers.

Daily tool for food safety leaders, managers and executive chefs.

### EASE OF USE

Intuitive native app and desktop solution, making it **easy to navigate for all users, from teams to management**, and setup to daily use.

Users consistently highlight ease of use and simplicity in customer reviews.

The ease of use can be lower, as a web app (there is no native app) feels less intuitive and seamless than a native mobile app for daily frontline work.

### SETUP

Offers a wide range of monitoring task templates to simplify the setup process.

Ability to amend and add tasks as needed is highly important to speed up the process being up to date with company processes.

Self-setup on the desktop is very straightforward and clear, especially for multi-sites companies.

### CUSTOMIZABILITY

Highly customizable for both, independent venues and multi-unit companies.

Highly customizable for multi-unit companies.

### HACCP PLAN

Enables you to create a HACCP Plan in 1 hour, using AI.

The setup process is fast and straightforward, thanks to pre-filled fields.

HACCP content is fully customizable for your company's specifics.



### MONITORING

With a native app, push notifications are reliable and real-time, helping teams complete tasks on time.

Full access to the camera allows staff to attach photo proof to compliance checks, giving managers clear and trustworthy evidence.

A dedicated app with a smooth, intuitive UX makes daily use easier and drives higher frontline adoption.

As there is no native app (just a web app), push notifications can be inconsistent, which may lead to missed tasks.

Some device functions, such as the camera, are more limited, slowing down task completion.

Daily use is less convenient because users must rely on a browser, which can reduce frontline adoption.

### TRACEABILITY AND RECALL MANAGEMENT

Traceability solution simplifies the process, enabling logs to be completed quickly and efficiently.

Everything you need is available in a single view, making the process intuitive and easy to navigate.



### TEMPLATES & EDUCATIONAL RESOURCES

200+ free templates available for managing your company's food safety.

Several templates are available inside the software.

### DATA & REPORTING

Simple overview gives a fast and powerful outline of all your business locations.

Reporting enable easy tracking of all the details about the task completion, including the result, the person performing the task, or the exact completion time.

Weekly reports, heatmaps, and graphs highlight where problems are emerging and where to focus your time and effort.

You can extract all data as CSV or XLS files to analyze it according to your needs.

The report's user experience may be difficult to understand because of the lengthy vertical layout.

You can extract all data as PDF or CSV files to analyze it according to your needs

### TEAM MANAGEMENT

Monitoring tasks can be set up by roles, equipment, or rooms, improving team efficiency in completion.

Smart notifications allow tracking the validity of team certificates and training documents.

Monitoring tasks can only be set up by roles or users, limiting flexibility in task assignment.

### RECIPE MANAGEMENT

Prepare food and follow instructions on how to make food according to your companies standard.

Includes allergen management, including automatically created allergen matrix.



### INTEGRATIONS

Can be integrated with sensors and there is a REST API available for any Stock, EDI, ERP or Accounting software integration.

Can be integrated with ePOS, Deputy, Zapier, Google Drive, SafetyCulture, Microsoft Excel.

No integrations with sensors.

### WEB & MOBILE ACCESSIBILITY

iOS  
Android  
Web

Web only

### FREE TRIAL AVAILABILITY

✓ (14 days)

✓ (14 days)

### PRICING

Plans start at £59 per site per month, including unlimited users but with limited features.

Significant discounts are available for larger teams upon request

Prices start at £38 /monthly for smaller teams and limited features

Tailor-made pricing is available for larger teams upon request.

### ONBOARDING

Full 45-day support with your own dedicated support manager.

Price starts with £899 one-time fee.

Onboarding pricing and process details are available only upon request.

### CUSTOMER SUPPORT & HELP

Top-notch customer support with a satisfaction rate of 98% from surveys.

A comprehensive Knowledge Base with educational instructions and resources.

Trail offers email/Help Desk, Chat, Phone Support, Knowledge Base.

Customer support is highly rated.

### CUSTOMER FEEDBACK & REVIEWS

4.8+ customer feedback score on all major review sites, including Capterra, SourceForge, and G2.

Very few and outdated customer feedback available.

4.9 customer feedback score, but unfortunately only in Capterra.



*The value FoodDocs has added to our company goes well beyond the hours saved daily for our teams through streamlining daily monitoring activities and processes!*



**Michael Worbanski**  
Human Resources and Operations Safety Specialist  
Gruppo Terroni



**FoodDocs**

Food safety made easy  
fooddocs.com