



Improving Product Information, Efficiency,
and Food Safety with GS1 Standards in

FOODSERVICE



THE GLOBAL LANGUAGE
OF BUSINESS



GS1 STANDARDS IN FOODSERVICE

Together, we're making it possible to share accurate product information everyone can rely on, improving efficiency and food safety.

Challenges Facing the Industry Today

The “business of food” is changing fast. Margins are thin, competition is fierce, and consumer demands for transparency around product information are stronger than ever. The Food Safety Modernization Act (FSMA), menu-labeling legislation, plus a growing consumer demand for more and better nutritional and allergen product information underscore the need for a standards-based system to ensure accurate and timely product information.

“Traceability is critical for food safety. If we don’t know where a product came from, it is very difficult to ensure quality control, let alone recall products in the case of a food-borne illness outbreak.”

Ann Oka, Senior Vice President
Supply Chain Management, Sodexo



ENSURING REGULATORY COMPLIANCE

Recent government regulations have raised the bar for food safety and transparency. **The Food and Drug Administration’s Food Safety Modernization Act (FSMA)** focuses on the creation of a new food safety system with broad preventative measures and accountability. It will lead to an increase in domestic food inspections and give the government more power to issue recalls.

The Patient Protection and Affordable Care Act (PPACA) focuses on healthcare reform, but mandates that chain restaurants with more than 20 locations need to display caloric information on their menus and have other nutritional information readily available. The use of GS1 Standards supports your organization in meeting these new requirements, ensuring regulatory compliance.

GS1 STANDARDS IN FOODSERVICE

Moving Forward Together with the Foodservice GS1 US Standards Initiative

Since 2009, industry leaders have been working together to drive the adoption and implementation of GS1 Standards throughout the foodservice industry. Widespread adoption of GS1 Standards in the industry will greatly improve efficiency, product information, and food safety.

KEY FOCUS AREAS

- **Product identification using GS1 Global Trade Item Numbers (GTINs)**
- **Location identification using GS1 Global Location Numbers (GLNs)**
- **Product descriptions through the electronic transfer of product information in the Global Data Synchronization Network™ (GDSN®)**

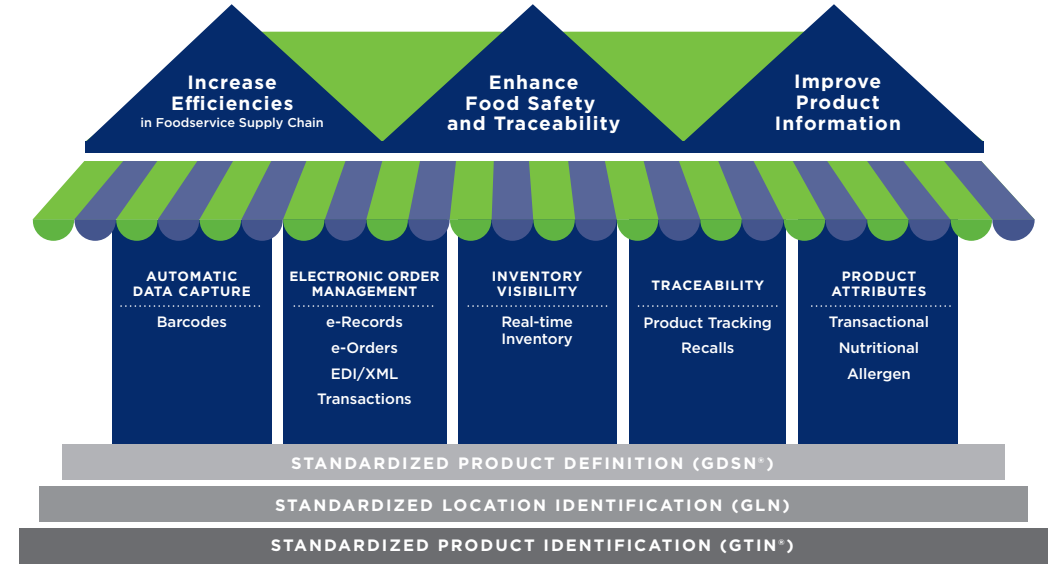
The goal of the Initiative is to have 75 percent* of the foodservice industry using GS1 Standards by 2015.

*measured by revenue

Be part of the Initiative! Go to www.gs1us.org/foodservice

KEY BENEFITS

- **Improve product information**
- **Reduce inefficiencies**
- **Improve food safety and traceability**
- **Cut waste**
- **Improve inventory tracking**
- **Facilitate faster recalls**
- **Address local and federal food safety regulations**



The GS1 Standards and activities required to achieve the industry's goals.



THE GLOBAL LANGUAGE
OF BUSINESS



IDENTIFY



CAPTURE



SHARE

GS1 Standards for
identifying, capturing,
and sharing information —

*about products, business
locations, and more —*

make it possible for
companies to speak the
same language, connect
with each other, and move
their business forward.



IDENTIFY GS1 IDENTIFICATION NUMBERS

GS1 Standards begin with GS1 Identification Numbers used to uniquely distinguish all products (trade items), logistic units, locations, assets, and relationships across the supply chain from manufacturer to consumer.

These numbers provide the link between the item and the information pertaining to it.

GS1 STANDARDS IN FOODSERVICE

COMPANY

Global GS1 Company Prefix

GLN

Global Location Number

LOCATION

GLN

Global Location Number

PRODUCT

GTIN®

Global Trade Item Number®

EPC®/SGTIN

Serialized Global Trade Item Number

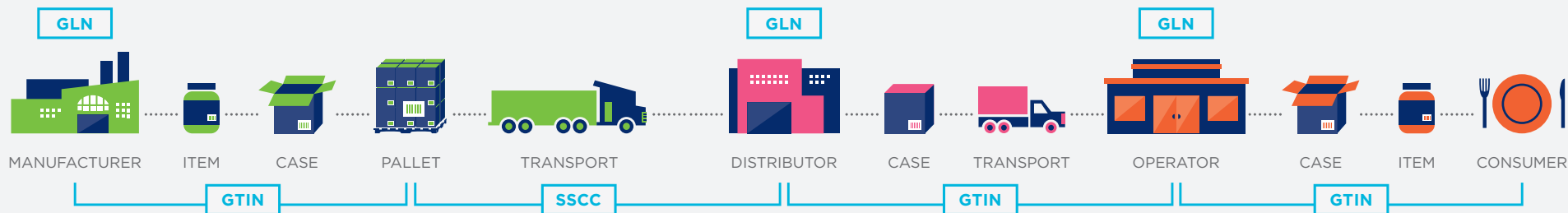
LOGISTICS

SSCC

Serial Shipping Container Code

GSIN

Global Shipment Identification Number



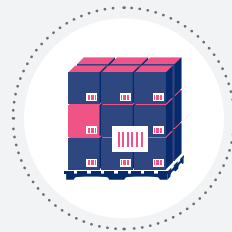


CAPTURE GS1 DATA CARRIERS

GS1 Data Carriers are capable of holding varying amounts of data to accommodate different needs such as Batch/Lot information and expiration dates.

EAN/UPC barcodes uniquely identify products at the item level and are an example of barcodes scanned at retail point of sale. ITF-14 barcodes are used to uniquely identify units of product at the case and pallet level.

The GS1-128 uses a series of GS1 Application Identifiers (AIs) to include extended data such as Best Before Date, Batch/Lot Number, Quantity, Weight, and other attributes, providing additional information about products at the case or pallet level.



GS1 STANDARDS IN FOODSERVICE

ITEM

EAN/UPC

Carries a Global Trade Item Number (GTIN)



CASE

ITF-14

Carries a GTIN

OR

GS1-128

Carries a GTIN with extended data or a Serial Shipping Container Code (SSCC)



PALLET

ITF-14

Carries a GTIN

OR

GS1-128

Carries a GTIN or an SSCC





SHARE GS1 DATA EXCHANGE

PRODUCT MASTER DATA

GDSN

Global Data Synchronization Network

The GDSN connects trading partners to the GS1 Global Registry® via GS1-certified Data Pools, enabling the immediate electronic sharing of standardized, up-to-date, accurate information.

WHAT GOES INTO IT

- GTINs
- GLNs of Brand Owner
- Product Descriptions
- Product Classification

GS1 STANDARDS IN FOODSERVICE

TRANSACTIONAL DATA

EDI

Electronic Data Interchange

EDI enables the computer-to-computer exchange of business documents between companies using a standardized format.

WHAT GOES INTO IT

- GTIN
- GLN
- SSCC

EDI DOCUMENT TYPES

- Purchase Order
- Advance Ship Notice
- Invoice
- Payment

PHYSICAL EVENT DATA

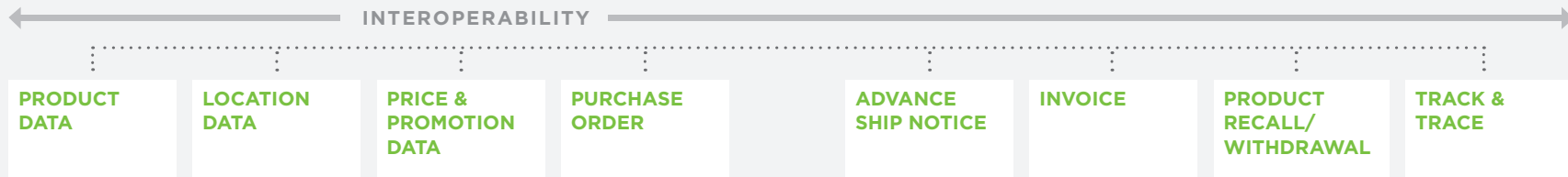
EPCIS

Electronic Product Code Information Services

EPCIS is the standard for sharing information about the movement and status of goods in the physical world.

WHAT GOES INTO IT

- | | |
|-------|-------------------------------------|
| What | GTIN |
| Where | GLN |
| When | Date & Time Stamp |
| Why | Business Step & Product Disposition |



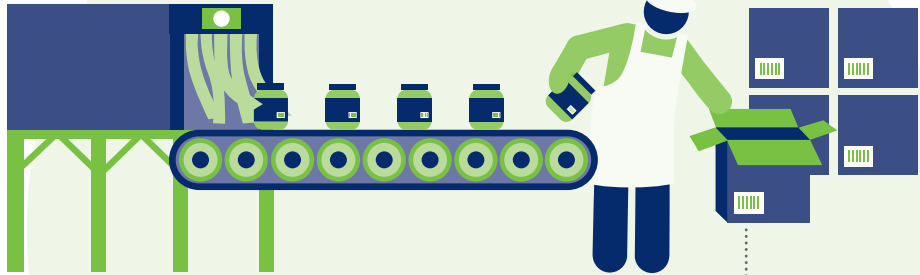


GS1 STANDARDS IN FOODSERVICE

Across the supply chain, trading partners are connecting with each other and leveraging the power of information by using GS1 Standards as the foundation of their business processes.

COMPANY & LOCATION IDENTIFICATION

GLN Global Location Number
061414100005



ENTER YOUR PRODUCT DATA

GTIN

Dimensions Weights

Nutritional Allergens

SEND

CASE LEVEL IDENTIFICATION

GTIN Global Trade Item Number
and Extended Data

Date & Batch/Lot/Serial Number
(if applicable)



(01) 2 0614141 98765 2 (11) 120715 (10) ABC123

Manufacturer

IDENTIFY

- GTINs are created for each case
- Product data is defined, created, and managed
- Manufacturer GLNs are assigned and managed

CAPTURE

- Barcodes are printed on cases
- GTINs and production data (Batch/Lot Number, Date, etc.) are printed on cases (if applicable)

SHARE

- Product data is defined and managed through the GDSN, including dimensions, weights, nutritional information, allergens, etc.

BENEFITS

Provides the foundation for improved order-to-cash

Provides one source of product data

Provides the foundation for product traceability and recall



Manufacturer: Shipping

IDENTIFY

- Pallet make up is defined and managed
- SSCCs are created for each pallet shipped

CAPTURE

- Barcodes are used to track product as it moves from production to pallet configuration
- GTINs/SSCCs are used to track contents of shipments

SHARE

- Pallet configuration using SSCC is stored in Enterprise Resource Planning (ERP) system
- Inventory and delivery information is stored in ERP system
- Advance Ship Notices (ASNs) containing SSCCs, GTINs, and their corresponding Batch/Lot Numbers and GLNs are sent to customers

BENEFITS

Optimizes logistics and reduces delivery errors, returns, and exchanges

Reduces order and billing errors and speeds up new product introduction through the exchange of accurate product information

COMPANY & LOCATION IDENTIFICATION

GLN Global Location Number
061414100005

PALLET LEVEL IDENTIFICATION

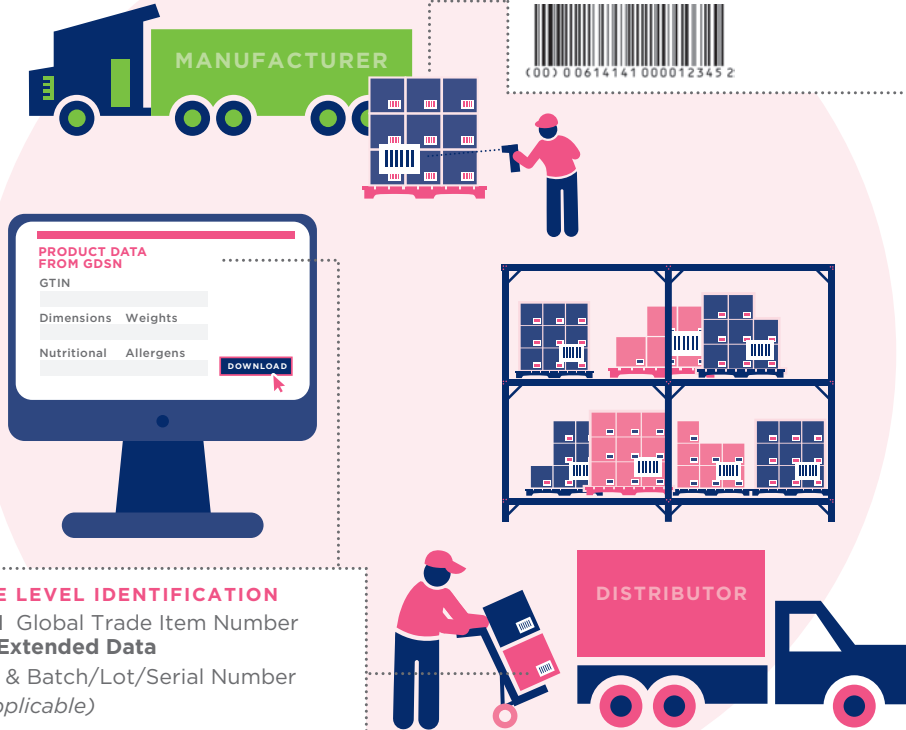
SSCC Serial Shipping Container Code



CASE LEVEL IDENTIFICATION

GTIN Global Trade Item Number
and Extended Data

Date & Batch/Lot/Serial Number
(if applicable)



Distributor

IDENTIFY

- Distributor GLNs are assigned and managed

CAPTURE

INBOUND

- GTINs and SSCCs are used for receipt verification
- GTINs and SSCCs are used to put products into inventory
- GTINs and Date & Batch/Lot/Serial Numbers (if applicable) are used to rotate inventory and for quality control processes

OUTBOUND

- GTINs are used to pick products and create shipments

SHARE

- Inventory and delivery information is stored in WMS (Warehouse Management System)
- Master product data is synchronized through GDSN
- Transactions are managed through EDI including order management, ASNs, invoicing, etc.
- GDSN data is used to feed WMS, sales, marketing, and other business systems

BENEFITS

Provides item/product clarity and efficiencies to all parties involved with shipping, receiving, invoicing, and payment

Enables better product and location identification throughout track and trace processes

COMPANY & LOCATION IDENTIFICATION

GLN Global Location Number
1100003384073



Operator/Restaurant

IDENTIFY

- Operator GLNs are assigned and managed

CAPTURE

- Cases are tracked to validate delivery to correct location with GLN, completing transfer of ownership by distributor
- Delivery is validated by restaurant operator against order and invoice
- GTINs including Date & Batch/Lot/Serial Numbers (if applicable) are used to drive inventory management and replenishment

SHARE

- Delivery invoice with GTINs including Date & Batch/Lot/Serial Numbers (if applicable) for each case are sent by the distributor
- Internal systems are fed and product data is synchronized by GDSN as product changes occur
- GDSN data is used to identify food allergens and nutritional information for menu creation and menu labeling

BENEFITS

Enables faster response to recalls, outbreaks of food-borne illness, and new food safety regulations

Provides for better product, allergen, and nutritional information

Increases operational efficiencies across various business processes

GS1 STANDARDS IN FOODSERVICE

Now is the time to get involved!

With the commitment of leading foodservice companies and a dedicated GS1 US Foodservice team to guide companies through standards implementation, complete and accurate data in foodservice has now become a reality, benefiting all foodservice trading partners as well as U.S. consumers.

Be part of the Foodservice GS1 US Standards Initiative

- Provide leadership and help shape the future of the industry
- Engage with peers and trading partners in a collaborative working environment
- Gain insight to each part of the supply chain
- Help define solutions for potential federal or state regulations regarding food safety and product traceability
- Provide industry leadership in defining recommended solutions for critical business needs
- Learn first hand how standards are implemented for process improvement

GET STARTED TODAY

Visit the **GS1 US website** to access:

- Industry Roadmap and Scorecards
- Information about GS1 Standards
- Tools and Resources
- Educational Programs
- List of Members and Testimonials
- Foodservice Event Calendar

www.gs1us.org/foodservice

CONTACT US

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**CONTACT US TO FIND OUT HOW GS1 US
CAN HELP MOVE YOUR BUSINESS FORWARD.**



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OF BUSINESS**

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