



## Executive Q&A

With Rick Buttner, Senior Director, Supply Chain Operations, IPC, and Member of the Foodservice GS1 US Standards Initiative Executive Leadership Committee



**Q: How has your participation in the Foodservice GS1 US Standards Initiative helped you improve the consumer experience?**

A: Our primary goal with traceability is to ensure our consumers have the best quality product all the time. With our traceability program, we have been able to find product that we need to remove from our restaurants within two hours, rather than days. Our restaurants are now able to easily scan the GS1-128 barcodes on cases and identify product that is not within "gold standards" or expired to avoid serving it to our customers. They also get alerts if a product is scanned and it is being withdrawn. We are not requiring for restaurants to scan inbound, but they have the choice and many take advantage of this. In addition, with better product data quality, such as pack size attributes, we are better able to translate restaurant sales into cases for more accurate forecasting and demand planning. It also helps our franchisees manage their inventory more accurately and use predictive ordering in the SubVentory app.

**Q: What are some key efforts within your company related to product data management, data quality and completeness that directly impact the consumer experience?**

A: First our goal is getting supplier compliance on publishing accurate marketing, images, nutritional and allergen information. We aren't using this data today for consumer facing apps, but we believe in the future GDSN® could be the source we monitor to make sure our ordering apps and nutritional as well as allergens per specific item are up to date in all Subway systems to give our end consumers all the data they need to make informed dining decisions. As we start on this journey, we have a data quality scorecard in place that gives real-time feedback to suppliers on the completeness/accuracy of their GDSN product information. The scorecard points them to what needs to be actioned. We are working with Subway HQ to utilize the nutritional and allergen information in all their digital applications.

**Q: How does enhanced traceability help you protect your brand and mitigate risk?**

A: Targeted, precise and accurate recalls can reduce the time to find the impacted product from weeks to seconds. Time is of essence to protect our customers and our brands whenever there's a recall. We have been able to find products that pose a food safety risk within two hours instead of days or weeks. Once all distributors scan all food products, we will be able to find them within seconds.

**Q: What specific benefits have you seen as a result of leveraging GS1 Standards in your operations?**

A: We saved \$1.3 million/year in logistics by better truckload optimization using accurate data and having all supply chain partners reference one source of truth. We avoided \$60,000 in one recall by finding 9 cases of impacted product within two hours instead of having to visit 733 restaurants. Targeted recalls can save hundreds of thousands. A supplier had to spend \$500K going to 5,000 restaurants. Only 980 had the product. This would've cost \$80K if we knew the locations that had the product. We know that there are many other benefits, such as faster, more accurate new item set up by eliminating spreadsheets sent by email to notify our 80+ DCs of new items. We haven't measured those benefits, but we know that they have led to much more accurate data throughout our supply chain. Another benefit that has occurred is having everyone in our supply chain using GTINs as the key item number. We are truly beginning to speak in the same language. GLN adoption is making progress, but we're not entirely there yet.