Foodservice GS1 US Standards Initiative
2018 Year In Review

As we reflect on our accomplishments of 2018, the Foodservice GS1 US Standards Initiative would like to recognize the contributions of our members and acknowledge the continued progress we are driving in the adoption and use of GS1 Standards across the foodservice supply chain. This past year, we:

- Delivered a number of resources to assist foodservice organizations to:
  - Improve product information and data quality
  - Enhance supply chain transparency
  - Streamline adoption and implementation of GS1 Standards

Here are just some of the highlights:

**Product Information and Data Quality**
- Published the case study: Ecolab - Taking a Clean Approach to Spotless Product Data
- Published the combined Retail Grocery and Foodservice Interactive Attribute Spreadsheet
- Expanded the GS1 US National Data Quality Playbook to include foodservice scenarios
- Conducted industry webinars:
  - Streamline Your Data Management for the Digital Age (122 attendees)
  - How to Tackle Product Data Accuracy For Big Wins in Business (187 attendees)

**Supply Chain Transparency, Traceability and Operational Efficiencies**
- Launched How to Complete and Succeed in Foodservice video highlighting ROI value of standards adoption to engage executives in initiative
- Published three Executive Q&As to highlight benefits of enterprise-wide adoption of GS1 Standards with Ecolab, QSCC Wendy’s, and Shamrock Foods
- Launched “Quick Start for Foodservice” web pages for small to mid-sized trading partners
- Conducted industry webinars:
  - Unlock the Power of Supply Chain Visibility by Collaborating with Industry Leaders (64 attendees)
  - Big Benefits for Small Business—The Value of Unique Product Identification (67 attendees)
  - The Road to Traceability is Paved with Unique Identification (148 attendees)
- Updated Implementation Checklist for Manufacturers and GDSN Getting Started Guide
- Launched the Fresh Foods Management Solution highlighting five resources companies can utilize to improve traceability and achieve related benefits
Industry Advocacy and Thought Leadership

To demonstrate the value of GS1 Standards in end-to-end supply chain operations, and to advocate the benefits of foodservice initiative membership, we have leveraged a variety of industry events and communications opportunities. These include:

- Published on-demand webinar *Improving Supply Chain Visibility Together*
- Hosted nearly 200 members from the Foodservice and Retail Grocery Initiatives in a joint member meeting at GS1 Connect in Phoenix. Also delivered a successful Foodservice Track at the conference with sessions focused on enabling operational efficiencies and full supply chain visibility.
- Published regular joint foodservice/retail grocery industry updates (featuring a selection of industry-specific educational resources and tools to help our community increase the adoption and use of GS1 Standards and standards-based solutions) - reaching more than 40,000 industry members.
- Issued a call to action to establish the Cross Industry Blockchain Discussion Group and hosted more than 50 members for a kick-off meeting in Chicago
- Attended and/or co-presented sessions with industry partners at several industry events and meetings. Some highlights include:
  - 2018 IFDA Partners Executive Forum – Met with 29 foodservice executives to discuss business challenges and opportunities where GS1 Standards can be leveraged for solutions
  - Facilitated panel discussion with customers at Chain Operators Exchange (COEX)
  - Presented session on food safety and traceability at C-Store Foodservice Forum
  - Delivered session “Food Safety and Security” at Restaurant Directions
  - Presented session on value of standards in ecommerce at IFMA Marketing & Sales Leaders Forum
  - Hosted breakfast session on progress of the initiative at IFMA/IFDA Presidents Conference
  - Participated in the IFDA Food Safety Committee Meeting and the NRA Supply Chain Management Executive Study Group
- Enhanced awareness through media coverage with 75 articles, 15 media interviews and 19 contributed features on topics ranging from traceability, food safety, data quality and changing consumer expectations for information transparency with expert commentary and thought leadership featured in *Fast Casual, Convenience Store News, Modern Restaurant Management, Food Logistics, Food Online, Journal of Supply Chain Management, Restaurant SmartBrief* and more.

In addition, we once again congratulate IPC/Subway and Ben Shanley from The Coca-Cola Company for being recognized with industry awards at GS1 Connect 2018. IPC/Subway received the Innovation Excellence Award for its transformative use of the GS1 System of Standards to deliver an enhanced experience for businesses and customers. Ben Shanley, a veteran of the foodservice industry, was honored with the Roger Milliken Career Achievement Award for championing consumer transparency, food traceability, and supply chain visibility throughout his 30+ year career.

We would like to thank you, our members, for your efforts and support this past year. As we look forward to 2019, the Foodservice GS1 US Standards Initiative will continue to partner with industry on developing tools and solutions to promote the value of GS1 Standards. Our top priorities will include:

- Enabling small/mid-size companies to understand and implement GS1 Standards
- Increasing adoption and use of the Global Data Synchronization Network™
- Enhancing information accuracy
- Expanding the use of GS1 Standards for traceability and efficiency with a focus on future capabilities, including blockchain

At GS1 US®, we are committed to providing leadership to help industry identify business challenges and opportunities, and find GS1 Standards-based solutions. We are proud to provide a forum that helps the foodservice industry work toward an even more transparent and efficient supply chain.