



The Global Language of Business

# Build Your Competitive Advantage

With GS1 Standards as the foundation of your business

Foodservice companies are constantly looking for ways to achieve greater efficiencies while also driving bottom line results. At the same time consumers expect full information transparency about the food they purchase.

Industry collaboration among manufacturers, distributors, and operators is empowering individual companies to create streamlined business processes. The foundation to achieve these efficiencies is the globally unique identification of products and locations. Where does it all start?

With GS1 Standards, including Global Trade Item Numbers (GTINs) and GS1-128 barcodes for cases and pallets, organizations identify, capture, and share product information across the supply chain. **This standards-based framework can be leveraged by trading partners large and small to maximize supply chain efficiencies, enhance food safety and traceability practices, and provide information transparency with complete and accurate product data to everyone.**



Unique product and location identification enable clearer farm-to-fork visibility, efficiency, and transparency.

## ROI Benefits of a Standards-Based Framework for Business Processes



### Information Transparency

Information transparency is critical to online customer and consumer experiences. Improved information transparency can increase your overall brand awareness, consumer trust, and customer loyalty—often resulting in a sales lift.

\*Shamrock Foods Case Study, "Foodservice leader serves up quality data from pallet to palate," 2015.



### Traceability

With traceability, you can remove unsafe products quickly and precisely—keeping unsafe food away from consumers while lowering recall costs and protecting your brand's reputation.

\*IPC/Subway. (2018, May 23). *Power your business with the global language of business.* [Video File]. Retrieved from <https://www.gs1us.org/industries/foodservice/implementation-resources/foodservice-video>



### Operational Efficiencies

Streamlined operations will enable your product and product data to flow seamlessly from farm to fork. And with GS1 Standards-based business processes you can increase efficiencies, more accurately manage inventory, and reduce costs.

\*Dot Foods. (2018, May 23). *Power your business with the global language of business.* [Video File]. Retrieved from <https://www.gs1us.org/industries/foodservice/implementation-resources/foodservice-video>

## What Are the Benefits?

### Unique Product and Location Identification

- Provides clearer visibility of inventory throughout the supply chain improving inventory balances, order fill, freshness, and product availability
- Facilitates swifter, more precise action in a withdrawal or food safety event
- Is the essential foundation for getting the right information to trading partners and consumers who are demanding “farm-to-fork” transparency

### Data Accuracy and Completeness

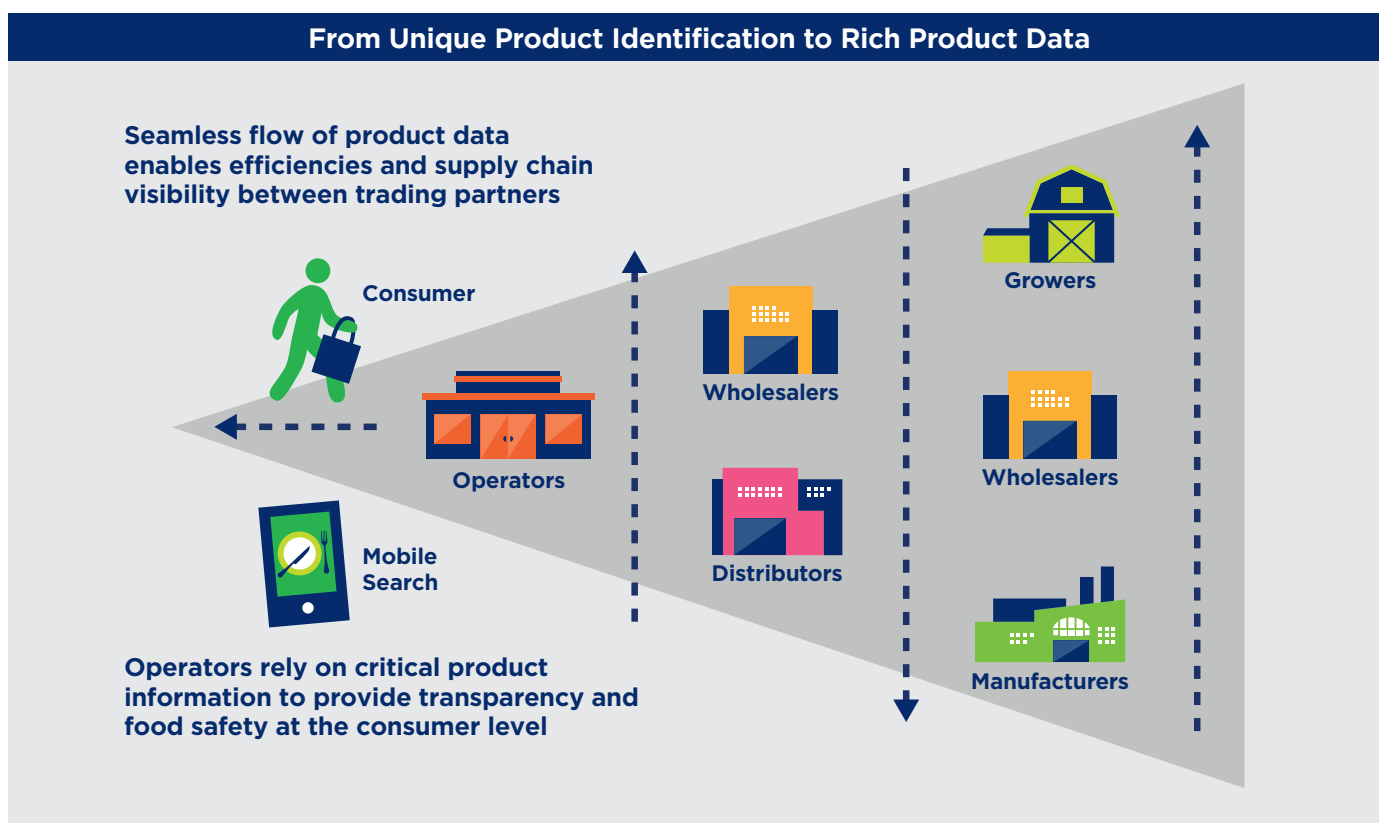
- Creates the foundation for operational efficiencies
- Helps meet consumer expectations for detailed data strengthening loyalty
- Enables sales lift and improved trading partner relationships

### Streamlined Operations

- Increases transportation and warehouse efficiencies reducing operating costs and improving service
- Enables product information to be easily exchanged with your trading partners for order-to-cash efficiencies
- Increases supply chain visibility for food safety and traceability

### Key Resources

- Make a case for GS1 Standards internally and with your trading partners ([www.gs1us.org/industries/foodservice/implementation-resources/foodservice-video](http://www.gs1us.org/industries/foodservice/implementation-resources/foodservice-video)).
- Utilize GS1 US Data Hub® for product and location data management ([www.gs1us.org/tools/gs1-us-data-hub](http://www.gs1us.org/tools/gs1-us-data-hub)).
- Take advantage of foundational and expert education with GS1 US University ([www.gs1us.org/GS1USUniversity](http://www.gs1us.org/GS1USUniversity)).
- Participate in the Foodservice GS1 US Standards Initiative to learn and share best practices ([www.gs1us.org/foodservice](http://www.gs1us.org/foodservice)).



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