



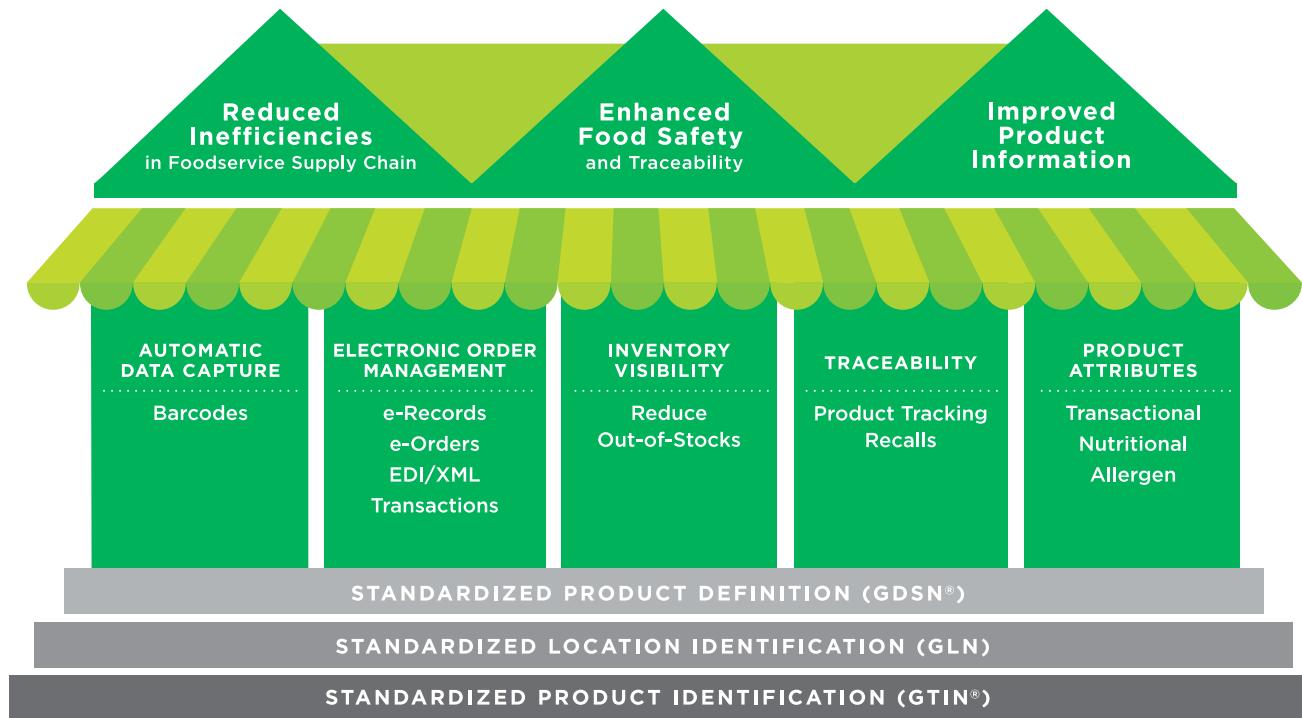
THE GS1 STANDARDS ADVANTAGE:

Adding Value to the Foodservice Supply Chain



THE GLOBAL LANGUAGE
OF BUSINESS

GS1 STANDARDS IN FOODSERVICE



The GS1 Standards and activities required to achieve the industry's goals to enhance efficiencies, improve product information for trading partners and consumers, and establish a foundation for food safety and traceability.



Since 2009, industry leaders have been working together to drive waste out of the foodservice supply chain, improve product information, and establish a foundation for food safety and better traceability with the adoption of GS1 Standards. This industry-wide movement, led by the Foodservice GS1 US Standards Initiative, includes foodservice manufacturers, distributors, operators, solution providers, industry associations, and other foodservice organizations. The goal of the Initiative is to have 75 percent* of the foodservice industry voluntarily adopting GS1 Standards by 2015.

THE VALUE OF GS1 STANDARDS FOR YOUR COMPANY

GS1 Standards establish the foundation for clearer communication between companies in an increasingly complex foodservice supply chain. Industry adoption of standards will provide a common language and one source of truth to help trading partners share and understand the same information about products and locations.

The “GS1 Standards Value Matrix” for foodservice manufacturers, distributors, and operators will help you understand the value of GS1 Standards for your company and give you the information you need to be part of this industry-wide initiative.

The Value Matrix outlines the steps for standards implementation and defines the benefits that can be achieved when GS1 Standards are used throughout the foodservice industry. In order to maximize these benefits, foodservice companies across the supply chain need to adopt and use these standards with their trading partners.

*measured by revenue



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Standardized Product Identification Using GS1 Global Trade Item Numbers (GTINs)	<ul style="list-style-type: none"> GTINs are assigned to products/product levels by manufacturers/brand owners. GTINs are used for communicating product information with trading partners. <ul style="list-style-type: none"> this includes orders and trade programs. examples: ASNs, invoices, product catalogs, order sheets, etc. 	<ul style="list-style-type: none"> Assign GTINs to invoiceable items. Confirm that your systems can hold a 14-digit GTIN® as the primary item number. Train your personnel to use GTINs in communications, both internal and external. Use GTINs when providing product information to trading partners. Do not share internal numbers required by legacy systems outside of your organization. 	<ul style="list-style-type: none"> Using GTINs ensures that products have a globally unique identification number assigned to them. Provides item/product clarity to all parties involved with shipping, receiving, invoicing, and payment. Allows for better identification across the item hierarchy from the pallet down to the lowest transaction unit. Provides the foundation for improving both order-to-cash and trade program execution. Eliminates external product number cross-references. Establishes a foundational element for traceability.
Standardized Location Identification Using GS1 Global Location Numbers (GLNs)	<ul style="list-style-type: none"> GLNs are assigned to locations throughout your supply chain. GLNs are used for communicating location information with trading partners. 	<ul style="list-style-type: none"> Assign GLNs to locations that ship and/or receive products or services. Assign GLNs to other locations based on internal needs or customer requirements. Use GLNs to convey locations to your trading partners. Note: GLNs needed for GDSN or master data exchange may not be the same as the GLNs used for delivery locations. 	<ul style="list-style-type: none"> Using GLNs ensures that locations have globally unique identification numbers assigned to them. Ensures that you are receiving or sending products to the correct locations. Improves trade program execution by supporting clear identification of which location should receive a specific trade program. Provides the foundation for improving order-to-cash processes. Establishes a foundational element for product traceability.
Product Marking Phase 1 Basic GTIN barcoding	<ul style="list-style-type: none"> Products are marked with both a human readable and barcoded GTIN-14 on two sides of each case. <p><i>GTIN-14: Technical name for a 14-digit GTIN.</i></p> <p><i>GS1 barcodes used in foodservice:</i> <i>Case level - GS1-128, ITF-14</i></p>	<ul style="list-style-type: none"> Implement GS1 Standards for product barcoding. Mark two sides of each case with both a human-readable and barcoded GTIN-14. Select barcode type based on information required or customer requirements. Follow GS1 barcode implementation guidelines to ensure that barcodes can be read throughout your system. 	<ul style="list-style-type: none"> Ensures that your product is correctly identified and selected across the supply chain. Establishes a foundational element for product traceability.
Transaction Information Sharing GDSN - Phase 1 Data <i>Continued on next page</i>	<ul style="list-style-type: none"> Transactional data is shared with connected trading partners using the Global Data Synchronization Network™ (GDSN®). Transactional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 1 data established by the Foodservice GS1 US Standards Initiative includes product number (GTIN), packaging level, dimensions, weights, etc.</i></p>	<ul style="list-style-type: none"> Publish your Phase 1 product information to your customers through GDSN. Develop processes to ensure the accuracy of core transactional information, including: <ul style="list-style-type: none"> GTIN, pallet, and inner pack relationships. product weights and measures. Maintain processes for managing your core data by: <ul style="list-style-type: none"> regularly evaluating all products to ensure product data accuracy. updating information, that is published to the GDSN when you make changes. 	<ul style="list-style-type: none"> Improves product data accuracy and data flow. Ensures that your most up-to-date product data is passed to your trading partners. Reduces order-to-cash and trade program costs through improved product data accuracy. Speeds up new product introduction through faster sharing of accurate product data with your customers.



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
<i>Continued from previous page</i>		<ul style="list-style-type: none"> Interconnect your systems so that your data flow to GDSN comes directly from your product management systems. Interconnect the process into your data systems to update your master data for passing correct data to your trading partners through GDSN. 	
Data Accuracy Processes for Transaction Data	<ul style="list-style-type: none"> Have processes in place to ensure the accuracy of core transactional information, including GTIN, pallet, and inner pack relationships. 	<ul style="list-style-type: none"> Interconnect your systems so that your data flow to GDSN comes directly from your product management systems. Develop and institutionalize processes to manage your core data to ensure accuracy. 	<ul style="list-style-type: none"> Passes your most up-to-date product data to your trading partners, reducing errors on order-to-cash, driving cost reductions and improved cash flow.
Data Accuracy Processes for Weights & Measures	<ul style="list-style-type: none"> Have processes in place to ensure accuracy of product weights and measures. 	<ul style="list-style-type: none"> Develop processes to regularly evaluate products to ensure that the weights and measures are correct. 	<ul style="list-style-type: none"> Optimizes your logistics processes, reducing costs to move products to your customers.
Marketing & Nutrition Information Sharing GDSN - Phase 2 Data	<ul style="list-style-type: none"> Product marketing information (including images, hazmat, preparation instructions, and nutritional information) is shared with connected trading partners through GDSN. Marketing and nutritional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 2 data established by the Foodservice GS1 US Standards Initiative includes nutritionals, ingredients, images, cooking instructions, etc.</i></p>	<ul style="list-style-type: none"> Develop processes to collect and share product marketing information, images, hazmat, preparation, and nutritional information on your products through GDSN. Develop processes to ensure the accuracy of marketing and nutritional information. Maintain processes for managing your marketing and nutritional data by: <ul style="list-style-type: none"> regularly evaluating all products to ensure product information accuracy. updating information that is published to the GDSN when you make changes. 	<ul style="list-style-type: none"> Provides a single source for product information for your trading partners. Ensures that your most up-to-date product data is passed to your trading partners. Improves accuracy in the product information you share with your trading partners so that they can make decisions about your product based on allergens, nutritionals, etc. Enables improved visibility of your product and message with brokers, distributors, and operators, generating additional sales opportunities. Drives top-line volume through better communication across the supply chain. Improves risk management.
Product Marking Phase 2 <i>Barcoding with extended data for traceability</i>	<ul style="list-style-type: none"> Barcodes are applied to products, including extended data, where applicable, to track product information for visibility and traceability. <p><i>Extended data may include Date & Batch/Lot/Serial Numbers (if applicable).</i></p>	<ul style="list-style-type: none"> Integrate your production systems into the product labeling systems to encode key information on the case label. Capture case label and customer information at shipping. 	<ul style="list-style-type: none"> Supports traceability and recall of products.



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Standardized Product Identification Using GS1 Global Trade Item Numbers (GTINs)	<ul style="list-style-type: none"> GTINs are assigned to products/product levels by manufacturers/brand owners. GTINs are used for communicating product information with trading partners. <ul style="list-style-type: none"> this includes orders and trade programs. examples: ASNs, invoices, product catalogs, order sheets, etc. 	<ul style="list-style-type: none"> Use the brand owner's assigned GTINs to identify products when transacting with trading partners. Confirm that your systems can hold a 14-digit GTIN as the primary item number. Train your personnel to use GTINs in communications, both internal and external. Do not share internal numbers required by legacy systems outside of your organization. 	<ul style="list-style-type: none"> Using GTINs ensures that products have a globally unique identification number assigned to them. Provides item/product clarity to all parties involved with shipping, receiving, invoicing, and payment. Allows for better identification across the item hierarchy from the pallet down to the lowest transaction unit. Provides the foundation for improving both order-to-cash and trade program execution. Eliminates external product number cross-references. Establishes a foundational element for traceability.
Standardized Location Identification Using GS1 Global Location Numbers (GLNs)	<ul style="list-style-type: none"> GLNs are assigned to locations throughout your supply chain. GLNs are used for communicating location information with trading partners. 	<ul style="list-style-type: none"> Assign GLNs to locations that ship and/or receive products or services. Assign GLNs to other locations based on internal needs or customer requirements. Use GLNs to convey locations to your trading partners. Note: GLNs needed for GDSN or master data exchange may not be the same as the GLNs used for delivery locations. 	<ul style="list-style-type: none"> Using GLNs ensures that locations have globally unique identification numbers assigned to them. Ensures that you are receiving or sending products to the correct locations. Improves trade program execution by supporting clear identification of which location should receive a specific trade program. Provides the foundation for improving order-to-cash processes. Establishes a foundational element for product traceability.
Product Marking Phase 1 Basic GTIN barcoding	<ul style="list-style-type: none"> Products are marked with both a human readable and barcoded GTIN-14 on two sides of each case. <p><i>GTIN-14: Technical name for a 14-digit GTIN.</i></p> <p><i>GS1 barcodes used in foodservice:</i> <i>Item level - EAN/UPC</i> <i>Case level - GS1-128, ITF-14</i></p>	<ul style="list-style-type: none"> Update systems to leverage the use of barcodes to track inbound and outbound product shipments. Set up systems so that once a supplier becomes "trusted," you automatically receive their updates to existing products into your systems to maintain accuracy. 	<ul style="list-style-type: none"> Reduces errors in the supply chain by ensuring that the proper item is selected. Establishes a foundational element for product traceability.
Transaction Information Sharing GDSN - Phase 1 Data	<ul style="list-style-type: none"> Transactional data is shared with connected trading partners using the Global Data Synchronization Network (GDSN). Transactional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 1 data established by the Foodservice GS1 US Standards Initiative includes product number (GTIN), packaging level, dimensions, weights, etc.</i></p>	<ul style="list-style-type: none"> Set up systems to automatically receive product data and updates that trusted suppliers send through GDSN. Integrate trusted data into your core processes to ensure the accuracy of core transactional information, including: <ul style="list-style-type: none"> GTIN, pallet, and inner pack relationships. product weights and measures. 	<ul style="list-style-type: none"> Improves product data accuracy and data flow. Drives improvements in logistics and the order-to-cash process. Reduces cost to serve. Reduces errors in product information. Decreases out of stock and delivery errors. Improves fleet utilization. Drives greater fill rates on trucks.



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Marketing & Nutrition Information Sharing GDSN - Phase 2 Data	<ul style="list-style-type: none"> Product marketing information (including images, hazmat, preparation instructions, and nutritional information) is shared with connected trading partners through GDSN. Marketing and nutritional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 2 data established by the Foodservice GS1 US Standards Initiative includes nutritionals, ingredients, images, cooking instructions, etc.</i></p>	<ul style="list-style-type: none"> Set up systems to automatically receive the marketing and nutritional information and changes that trusted suppliers send through GDSN. Integrate trusted data into your core processes to ensure the accuracy of marketing and nutritional data. 	<ul style="list-style-type: none"> Provides accurate information to your customers and sales force. Promotes confidence in the accuracy of the information being shared. Enables appropriate product selections to be made. Drives sales by providing accurate information that fits the needs of customers and allows sales force to better define the products that they are selling. Increases the consistency of information across all product categories to ensure accurate results when searching for products in the system. Ensures that the information for every product is accurate so that the customer is confident that distributor's product mix is fitting specific nutritional needs.
Product Marking Phase 2 <i>Barcoding with extended data for traceability</i>	<ul style="list-style-type: none"> Barcodes are applied to products including extended data, where applicable, to track product information for product visibility and traceability. Products and their ingredients can be traced one up/one down. <p><i>Extended data may include Date & Batch/Lot/Serial Numbers (if applicable).</i></p>	<ul style="list-style-type: none"> Have ability to read the GS1-128 barcode format. Capture barcode information into your systems and track where a specific item has been delivered. 	<ul style="list-style-type: none"> Supports ability to recover products in case of a product recall. Provides better management of inventory and shelf life of products.



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Standardized Product Identification Using GS1 Global Trade Item Numbers (GTINs)	<ul style="list-style-type: none"> GTINs are used for communicating product information with trading partners. <ul style="list-style-type: none"> this includes orders and trade programs. examples: ASNs, invoices, product catalogs, order sheets, etc. 	<ul style="list-style-type: none"> Update your systems to use GTINs to identify products. Confirm that your systems can hold a 14-digit GTIN as the primary item number. Train your personnel to use GTINs in communications, both internal and external. Do not share internal numbers required by legacy systems outside of your organization. 	<ul style="list-style-type: none"> Using GTINs ensures that products have a globally unique identification number assigned to them. Reduces order and invoice discrepancies. Provides the foundation for accurate menu production with correct items. Provides the foundation for automatic replenishment systems and traceability.
Standardized Location Identification Using GS1 Global Location Numbers (GLNs)	<ul style="list-style-type: none"> GLNs are assigned to locations throughout your supply chain. GLNs are used for communicating location information with trading partners. 	<ul style="list-style-type: none"> At a minimum, it is recommended that you assign a GLN to every location that ships and/or receives products or services. Assign GLNs to other locations based upon internal needs and business processes. Use GLNs to convey locations to your trading partners. Note: GLNs needed for GDSN or master data exchange may not be the same as GLNs used for delivery locations. 	<ul style="list-style-type: none"> Using GLNs ensures that locations have a globally unique identification number assigned to them. Ensures products are delivered to the right location. Provides the foundation for automatic replenishment systems and product traceability.
Product Marking Phase 1 Basic GTIN barcoding	<ul style="list-style-type: none"> Products are marked with both a human readable and barcoded GTIN-14 on two sides of each case. <p><i>GTIN-14: Technical name for a 14-digit GTIN.</i></p> <p><i>GS1 barcodes used in foodservice:</i> <i>Case level - GS1-128, ITF-14</i></p>	<ul style="list-style-type: none"> Implement GS1 Standards for using product barcodes. Implement system to scan products on arrival, and as it moves into the operator's production area. 	<ul style="list-style-type: none"> Provides the ability to better control the flow of products within the operator's facility. Enables simplification of the receiving process and automation of the order-to-cash process with the distributor. Establishes a foundational element for product traceability.
Transaction Information Sharing GDSN - Phase 1 Data	<ul style="list-style-type: none"> Transactional data is shared with connected trading partners using the Global Data Synchronization Network (GDSN). Transactional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 1 data established by the Foodservice GS1 US Standards Initiative includes product number (GTIN), packaging level, dimensions, weights, etc.</i></p>	<ul style="list-style-type: none"> Set up systems to automatically receive product data and updates that trusted suppliers sent through GDSN. Integrate trusted data into your core processes to ensure the accuracy of core transactional information, including: <ul style="list-style-type: none"> GTIN, pallet and inner pack relationships. product weights and measures. Put a process in place for certifying that your suppliers have a process for ensuring core data accuracy. 	<ul style="list-style-type: none"> Improves product data accuracy. Reduces the cost of managing core product information for verified suppliers. Enables you to properly identify the items that you use in your operations. Facilitates ordering in the correct unit of measure (UOM). Drives improvements in order-to-cash and store inventory processes. Provides ability for optimization of freight that you are managing.



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Marketing & Nutrition Information Sharing GDSN - Phase 2 Data	<ul style="list-style-type: none"> Product marketing (including images, hazmat, preparation instructions, and nutritional information) is shared with connected trading partners through GDSN. Marketing and nutritional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 2 data established by the Foodservice GS1 US Standards Initiative includes nutritionals, ingredients, images, cooking instructions, etc.</i></p>	<ul style="list-style-type: none"> Set up systems to automatically receive the marketing and nutritional information and changes that trusted suppliers send through GDSN. Integrate trusted data into your core processes to ensure the accuracy of marketing and nutritional data. Put a process in place for certifying that your suppliers have a process for ensuring accuracy of marketing and nutritional information. 	<ul style="list-style-type: none"> Provides ability to research potential menu items and alternative source items. Enhances your ability to meet local and federal menu labeling requirements. Ensures that the marketing and nutritional information you provide to your customers is accurate.
Product Marking Phase 2 <i>Barcoding with extended data for traceability</i>	<ul style="list-style-type: none"> Barcodes are applied to products including extended data, where applicable, to track product information for product visibility and traceability. Products and their ingredients can be traced one up/one down. <p><i>Extended data may include Date & Batch/Lot/Serial Numbers (if applicable).</i></p>	<ul style="list-style-type: none"> Have the ability to read and capture extended barcode information to support better management of product within the store. Scan both inbound to the store and outbound to production. Put a process in place to enable you to use the information to trace products and their ingredients one up/one down. 	<ul style="list-style-type: none"> Provides better management of inventory and shelf life of products. Enables the ability to know if a recalled item has been received, is still in the store, or if it has been used. Enables the ability to trace withdrawals from "store production" to support closing the loop on the disposition or return of products.



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Standardized Product Identification Using GS1 Global Trade Item Numbers (GTINs)	<ul style="list-style-type: none"> GTINs are used for communicating product information with trading partners. <ul style="list-style-type: none"> this includes orders and trade programs. examples: ASNs, invoices, product catalogs, order sheets, etc. 	<ul style="list-style-type: none"> Update your systems to use GTINs to identify products. Confirm that your systems can hold a 14-digit GTIN as the primary item number. Train your personnel to use GTINs in communications, both internal and external. Do not share internal numbers required by legacy systems outside of your organization. 	<ul style="list-style-type: none"> Using GTINs ensures that products have a globally unique identification number assigned to them. Reduces order and invoice discrepancies. Provides the foundation for accurate menu production with correct items. Provides the foundation for traceability.
Standardized Location Identification Using GS1 Global Location Numbers (GLNs)	<ul style="list-style-type: none"> GLNs are assigned to locations throughout your supply chain. GLNs are used for communicating location information with trading partners. 	<ul style="list-style-type: none"> At a minimum, assign a GLN to the trading partner entity level. Follow GS1 GLN Allocation Rules to assign GLNs to locations that receive products or services. Assign GLNs to other locations based upon internal needs and business processes. Use GLNs to convey locations to your trading partners. Note: GLNs needed for GDSN or master data exchange may not be the same as GLNs used for delivery locations. 	<ul style="list-style-type: none"> Using GLNs ensures that locations have a globally unique identification number assigned to them. Ensures products are delivered to the right location. Establishes a foundational element for product traceability.
Product Marking Phase 1 Basic GTIN barcoding	<ul style="list-style-type: none"> Products are marked with both a human readable and barcoded GTIN-14 on two sides of each case. <p><i>GTIN-14: Technical name for a 14-digit GTIN.</i></p> <p><i>GS1 barcodes used in foodservice:</i> <i>Case level - GS1-128, ITF-14</i></p>	<ul style="list-style-type: none"> Put a process in place to receive products by scanning GTIN encoded barcodes. 	<ul style="list-style-type: none"> Confirms you received what you ordered. Establishes a foundational element for product traceability.
Transaction Information Sharing GDSN - Phase 1 Data	<ul style="list-style-type: none"> Transactional data is shared with connected trading partners using the Global Data Synchronization Network (GDSN). Transactional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 1 data established by the Foodservice GS1 US Standards Initiative includes product number (GTIN), packaging level, dimensions, weights, etc.</i></p>	<ul style="list-style-type: none"> Access core product information through your distributors' systems. 	<ul style="list-style-type: none"> Improves product data accuracy. Enables you to properly identify the items that you use in your operations. Facilitates ordering in the correct unit of measure (UOM).



Key Objective	Objective Details	What You Need to Do	What Value Do You Get from This Action?
Marketing & Nutrition Information Sharing GDSN - Phase 2 Data	<ul style="list-style-type: none"> Product marketing (including images, hazmat, preparation instructions, and nutritional information) is shared with connected trading partners using the GDSN. Marketing and nutritional data is maintained to ensure that it is accurate and up-to-date. <p><i>Phase 2 data established by the Foodservice GS1 US Standards Initiative includes nutritionals, ingredients, images, cooking instructions, etc.</i></p>	<ul style="list-style-type: none"> Obtain access to the marketing and nutritional information through your distributors' systems. Put a process in place to ensure that your distributors audit the processes of their suppliers to ensure that their marketing and nutritional information is up-to-date. 	<ul style="list-style-type: none"> Provides ability to research potential menu items and alternative source items. Enhances your ability to meet local and federal menu labeling requirements. Provides confidence that suppliers are keeping their marketing and nutritional information up-to-date.
Product Marking Phase 2 <i>Barcoding with extended data for traceability</i>	<ul style="list-style-type: none"> Barcodes are applied to products including extended data, where applicable, to track product information for product visibility and traceability. Products and their ingredients can be traced one up/one down. <p><i>Extended data may include Date & Batch/Lot/Serial Numbers (if applicable).</i></p>	<ul style="list-style-type: none"> Have the ability to read and capture extended barcode information to support better management of product within the store. Scan both inbound to the store and outbound to production. 	<ul style="list-style-type: none"> Provides better management of inventory and shelf life of products. Enables the ability to know if a recalled item has been received, is still in the store, or if it has been used. Enables the ability to trace withdrawals from "store production" to support closing the loop on disposition or return of products.



GETTING STARTED WITH GS1 STANDARDS IN FOODSERVICE

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

JOIN THE FOODSERVICE GS1 US STANDARDS INITIATIVE

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



Whether you join the Initiative or proceed on your own—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



THE GLOBAL LANGUAGE
OF BUSINESS

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