



## Executive Q&A

With Bill McClellan, Vice President, Dawn Foods  
Member of the Foodservice GS1 US Standards Initiative  
Executive Leadership Committee



**Q: The Foodservice GS1 US Standards Initiative has helped to drive real change across the industry, what benefits has Dawn Foods seen?**

A: Using GS1 Standards gives us the ability to deliver more information to our customers about our products and has helped improve our communication of accurate weight, size, nutritional information, allergens and preparations instructions. It enables us to provide a deep dive into our product information to help ensure they're correct and it allows us to save some time on our side. We work every day at Dawn to be a leader in the industry, and we feel focusing on GS1 Standards gives us a competitive differentiation and supports our leadership role in the industry and within our space.

**Q: Looking back, how has this changed the way you've done business internally? With your trading partners?**

A: The internal gains that we've experienced in terms of efficiencies has been beneficial and we've established a consistent road map in terms of the information we need to provide to our customers. The more thorough information we can provide to customers about our products and how to use them, the more valuable we become as a partner. Working with GS1 US has also helped us develop a more productive dialogue between our manufacturers and trading partners.

**Q: What's still a pain point when it comes to standards? What keeps you up at night?**

A: As we continue to get more and more sophisticated with the information we're providing, the more data people want from us. The pain point is just ensuring we are providing accurate data to our trading partners because we are in so many categories within the sweet baked goods space. As more of our trading partners come on board – they're needing for their customers and consumers – more data. In terms of what keeps me up at night, it's probably that we do have trading partners that aren't using GS1 Standards, so getting everyone up to speed on and using GS1 Standards is critical.

**Q: How can you leverage these benefits to drive your company's innovation forward?**

A: From a commercial side, we see all kinds of potential because it's a digital world and we can get rich product information, nutritionals, benefits, usage, and features out there in a more widespread way. More and more of our customers have an online digital marketplace they're interfacing with to look at products and shop, so the more information we can have online, the more sales we can generate because we're able to communicate more features and benefits to our customers and operators. The more information we can show to help decision makers pull the trigger to buy our products, the better the odds are they will choose Dawn versus a competitor. The digital marketplace is the way of the future in the industry and we are certainly excited to be a part of that.