



# Foodservice GS1 US Standards Initiative



## Companies Engaged

**148**  
Distributors  
& Operators  
ready to receive product data



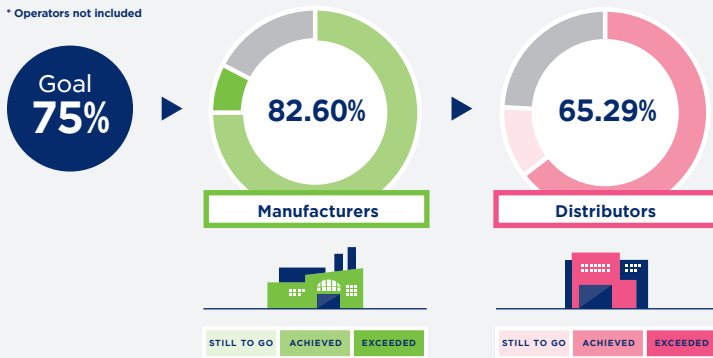
**>5,200**  
companies sharing  
product data

## Industry Adoption

Goal = 75% GDSN Adoption by Sales Revenue Based on Usage\*

We measure adoption by company participation in the Global Data Synchronization Network™ (GDSN\*) and then work with the industry associations to tie revenue to participating companies.

\* Operators not included



More than  
**820,000**  
foodservice items  
available today!



## Data Sharing Progress

Total Products in GDSN	828,733	
Food vs. Non-Food	399,552	429,181
With Images	165,758	114,342
With Marketing Info	204,852	122,755
With Big 8 Allergens	201,334	
With Ingredient Info	219,814	

**2017**  
Operational and  
Sales Data  
Totals as of October 24, 2017

## Foodservice Industry Focus Areas

### Supply Chain Efficiency

- Increase percentages of accurate orders
- Accelerate product introduction
- Eliminate IT system redundancy

### Food Safety and Traceability

- Enable faster response to recalls
- Simplify track and trace processes
- Provide foundation for product traceability

### Product Information

- Provide complete and accurate product data
- Enhance product clarity to all parties
- Promote confidence