

# Foodservice GS1 US Standards Initiative



## Companies Engaged

**150**  
Distributors  
& Operators  
ready to receive product data



**>4,500**  
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  
**1,000,000**  
foodservice items  
available today!



## Data Sharing Progress

Total Products in GDSN	1,092,897	
Food vs. Non-Food	537,831	555,066
With Images	268,115	196,281
With Marketing Info	360,686	258,966
With Big 8 Allergens	238,524	
With Ingredient Info	337,879	

2020  
Operational and  
Sales Data  
Totals as of Q3 2020

## Foodservice Industry Focus Areas

Transparency (Product Information)	Visibility (Food safety, Traceability, Inventory Management)	Supply Chain Efficiencies
<ul style="list-style-type: none"> <li>• Provide complete and accurate product data</li> <li>• Enhance product clarity to all parties</li> <li>• Promote confidence</li> </ul>	<ul style="list-style-type: none"> <li>• Enable faster response to recalls</li> <li>• Simplify track and trace processes</li> <li>• Provide foundation for product traceability</li> </ul>	<ul style="list-style-type: none"> <li>• Increase percentages of accurate orders</li> <li>• Accelerate product introduction</li> <li>• Eliminate IT system redundancy</li> </ul>