



December 14, 2017

Dear Foodservice Industry Trading Partners,

As data recipients in Foodservice, our companies stand firm in our belief that complete and accurate product information is foundational to our collective success. We are an interconnected community of suppliers, distributors, and operators, and we must work together to adapt to ever-changing consumer requests and evolving business needs. As a brand owner, you also understand that incomplete or inaccurate data is an issue that no company wants to defend or explain.

Consumers demand complete and accurate information about all items in the supply chain, both food and non-food. Trading partners need improved communication for efficient business processes. To facilitate these efforts, we are exchanging product data through the Global Data Synchronization Network™ (GDSN®).

In order to reap the full mutual benefits of data synchronization, we are calling on all of our trading partners to make a commitment to data completeness and accuracy. Please share this letter with senior leadership within your organization to ensure you have the proper level of internal support to meet the industry's needs.

By focusing on data completeness and accuracy in the past several years, we now have a variety of ways for companies of all sizes to step up their data quality efforts and create effective business cases to obtain companywide support.

**We look for your company's commitment by taking action in the following ways:**

- Share all Phase 1 (basic product data) and Phase 2 (images, nutritionals, allergens etc.) attributes via GSDN, aligned with GS1 US Industry Standards.
- Gain leadership support to make Data Quality an organizational goal
- Use [Attribute Explorer](#) to understand trading partner attribute requirements
- Audit your **physical product weights and dimensions** (not product specs) against GDSN data
- Assess your Data Quality processes/approach and its impact to your company
  - [www.gs1us.org/dataquality](http://www.gs1us.org/dataquality)
- Review and respond to your trading partner Scorecards

**PLEASE NOTE: we will be discussing your company's progress towards providing complete and accurate GDSN data at all business review meetings we have with your respective teams.**

We appreciate your support in this important industry initiative. For questions regarding GS1 Standards please contact: [foodservice@gs1us.org](mailto:foodservice@gs1us.org). **For questions regarding specific trading partner expectations, please contact your distributor or operator partners directly.**

Sincerely,

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The Global Language of Business

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*Brooks Martin*

Brooks Martin  
President  
Martin Bros. Distributing



*Dick Tracy*

Dick Tracy  
President  
Dot Foods



*Todd Baker*

Todd Baker  
Sr. Manager Merchandizing &  
Marketing  
Gordon Food Service



*Tom Zatina*

Tom Zatina  
President  
McLane Foodservice, Inc.



*Tony Shearer*

Tony Shearer  
CEO  
Foodbuy



*Dennis Clabby*

Dennis Clabby  
Executive Vice President,  
Purchasing  
Independent Purchasing  
Cooperative, a SUBWAY®  
Franchisee Owned Organization



*James D. Hope*

James D. Hope  
Executive Vice President,  
Operations  
Performance Food Group



Participation in GS1 US programs and/or initiatives are open to all industry participants. The companies identified have made independent decisions to participate in and/or endorse the National Data Quality Program. There is no agreement among companies and organizations identified regarding the consequences of any particular industry member's decision not to participate.



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