Agenda

• Introductions
• Foodservice Initiative
• GDSN Overview
• Dot Foods GDSN Progress Report
• Phase 2 and Dot Expressway®
• Next Steps
• 1SYNC Overview
• Aligntrac Overview
• Questions / Wrap Up
Foodservice GS1 Standards Initiative

• **65 Initiative members** – manufacturers, distributors, and operators committed to the voluntary adoption of GS1 standards within their individual company supply chains
  
  – Dot Foods is a founding member

• **Three main objectives:**

  1. Reduce waste and inefficiencies in the foodservice supply chain
  2. Improve product and marketing information for customers
  3. Establish a foundation for food safety and traceability

• **Endorsed by**

  – International Foodservice Manufacturers Association (IFMA)
  – International Foodservice Distributors Association (IFDA)
  – National Restaurant Association (NRA)
## Foodservice Industry Roadmap

<table>
<thead>
<tr>
<th>Activity</th>
<th>Experienced Timeline</th>
<th>New Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase 1</td>
<td>Q2 2010</td>
<td>Q2 2011</td>
</tr>
<tr>
<td>Phase 2</td>
<td>Q2 2011</td>
<td>Q4 2012</td>
</tr>
</tbody>
</table>

### Experienced –
- Founding Members
- Company is member of GS1 certified data pool
- Already publishing GDSN data to retail

### New –
- GTIN’s/GLN’s not yet assigned
- Not a member of a GS1 certified data pool
Sampling of Data Attributes for Foodservice Initiative

**Phase 1**
Supply chain information – details you would use to set up an item
- Brand name
- Product Description
- Storage Temperature
- Gross/Net/Catch Weights
- Product Dimensions
- Cube
- Pallet Ti/Hi
- Shelf Life
- GTIN
- Inner pack quantity

**Roadmap Timing:** Q2 2010 - Q2 2011

**Phase 2**
Marketing information – details you would use to sell and market an item
- Storage and Usage
- Product Benefits
- Preparation and Cooking instructions
- Serving suggestions
- Allergens
- Nutritionals
- Ingredients
- Kosher certification
- Child nutrition label
- Links to websites/images/documents

**Roadmap Timing:** Q2 2011 – Q4 2012

Note: See documentation referenced later in the presentation for an exact list of data attributes.
What is Data Synchronization

- Data Synchronization is the electronic transfer of **standardized product** and **location** information between trading partners and the continuous synchronization of that data over time.

- Global Data Synchronization Network (GDSN) connects trading partners via a network of certified inter-operable data pools.

*Continuous data synchronization means that data exchange is not “one and done” – it is intended to be an ongoing business process*
Global Data Synchronization Network

Vendor / Manufacturer
(Data Source)

Product data synchronizes continually & harmoniously through 1SYNC

Distributor/Operator/
Retailer
(Data Recipient)

GLN=0614141410378
Uniquely identified by 13-digit “Global Location Number”

GLN=0614141780006
Uniquely identified by 13-digit “Global Location Number”
How Does the GDSN Work?

1. Load Data
2. Register Data
3. Subscription Request
4. Publish Data
5. Recipient Confirmation

Any Manufacturer/Distributor /Operator selects one data pool as a single point of entry to the GDSN.
Key Highlights

- Over 300 suppliers active
- Over 44,000 items sync’d - 55% stock
- Phase 1 fully integrated
  - New items, Item changes
  - Updates Dot Item File
- Phase 2 fully integrated
  - 19,000 items with P2
  - Displayed within Dot Expressway
- Outbound GDSN in progress
- Continuing supplier roll-out to non-GDSN suppliers
Which product would you buy?

With Phase 2 Attributes Populated

- **Classification:** Pies/Pastries - Sweet (Frozen) - (10000245)
- **Dimensions (HxWxD):** 8.06 x 10.06 x 19.69 Inches
- **Weight Gross / Net:** 11.31 Pounds / 8.81 Pounds
- **Origin:** US
- **Storage Temp.:** -20°F to +0°F
- **Pallet Configuration:** Ti: 8 Ht: 10
- **Serving Size:** 1/8 Pie (83g/2.9 oz)
- **Servings Per Container:** 48

**Features and Benefits**

- **Features:** Utilize brand buying power with REESES. Ready to thaw and serve, saving you a lot of time and effort. Cookie crumb pie crusts are made and ground on site for peak freshness.
- **Preparation and Cooking:** Ready to Eat - THAW AND SERVE. STORE FROZEN, SERVE CHILLED. DO NOT REFREEZE. Remove frozen pie from freezer and using a pie server to support the crust remove the desired number of slices from pan. Carefully pull the paper dividers from the slice and plate. Temper slice 1 hour in refrigerator before serving. Return remaining pie to the freezer. Product may be stored in refrigerator for up to 3 days.
- **Serving Suggestions:** Serve as a great dessert. Slice in the frozen state for consistent portions. Slice with sharp knife dipped in warm water for best results.
- **Storage:** Master Freezer store at a maximum temperature of 0.00°F / -17.7°C

Without

- **Dot#:**
- **Mfr #:**
- **GTIN:**
- **Supplier:**
- **Description:** 10

**Features and Benefits**

- **Features:**
- **Storage:**

**Nutritionals and Ingredients**

- **Child Nutrition Label:**
- **Ingredients:**
Marketing & Nutritional - Customer Requests

- >1,000 phone/email requests per quarter
- Operators are driving these requests
- Nutritional, Ingredients, Allergens, Product Detail, Child Nutrition, Cooking Instructions, Pictures, etc.
- Top distributor request
- Dot Expressway for product info - Dot or direct
- Manufacturer’s opportunity to grow top-line sales
Research with DSRs and operators

1. Range of distributors, all kinds of operators
2. Multiple opportunities to sell new items
3. All are looking for the same thing

- Ingredients
- Allergens
- Preparation
- Storage (both “long term” and once opened/thawed)
- Pictures
  - Case
  - Inner-pack
  - “Raw” product
  - Prepared product
• 2,500 distributors - product research and ordering
• 6,300 users
• 1,340,000 hits per month
• Nearly 2,000 National Account searches per month
• Nearly 10,000 DSR searches per month – growing at 132%
• 6,000 hits nutritional info per month
• 100,283 items
• Sales history
• Detailed product info
• Available 24/7
Dot Expressway – Product Search Results

### Your Search:
- **Buying Group Price**: INDEPENDENT FOODSERVICE (00)
- **Price**: ILLINOIS (013) Display High [4,000-40,000 Pound] Pricing Brackets
- **Service Location**: ILLINOIS (01)
- **Suppliers**: TYSON (00209)
- **Product Lines**: TYSON MEXICAN ORIGINAL (00398)
- **Only Stock Items**: Yes

### Item Status: Icon Legend
- Stock Item
- Special Order Item
- Supplier Information
- FOE
- Proprietary Item
- Status Change
- Sale Item
- Temporarily Unavailable
- Equipment & Supplies
- Discontinued
- Pending Item
- Discontinued Item
- New Item
- Supplier Allocation

### Product Search Results Table

<table>
<thead>
<tr>
<th>Status</th>
<th>Dot Item No.</th>
<th>Mfg. No.</th>
<th>UPC Number</th>
<th>Item Description</th>
<th>Layer Pallet</th>
<th>Price Weight Brackets</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Stock Item" /></td>
<td>366263</td>
<td>7815-521</td>
<td>00023700428344</td>
<td>BLUE CORN TORTILLA CHIP 8 25.6 OZ PER DOZEN 6 CASE 3.75 POUND</td>
<td>5</td>
<td>500#</td>
</tr>
<tr>
<td><img src="image" alt="Special Order Item" /></td>
<td>366274</td>
<td>7636-521</td>
<td>00023700323959</td>
<td>BAKED CORN TORTILLA CHIPS THIN WHITE TRI-CUT 15 POUND</td>
<td>4</td>
<td>500#</td>
</tr>
<tr>
<td><img src="image" alt="Stock Item" /></td>
<td>366277</td>
<td>7550-521</td>
<td>00023700452506</td>
<td>BAKED CORN TORTILLA CHIPS WHITE QUARTER CUT 31.5/10.30 POUND</td>
<td>7</td>
<td>500#</td>
</tr>
</tbody>
</table>
GDSN Data in Dot Expressway
Features and Benefits

- **Features:**
  
  Chicken fried shrimp is a profitable and convenient way to serve fried shrimp. No peeling, deveining or breading. Product is battered, breaded & ready to fry. IQF frozen and parfried for best performance. Has look and flavor of kitchen prepared product.

- **Preparation and Cooking:**
  
  Deep Frying - Deep fry at 350 degrees F for 2 1/2 - 3 minutes or until golden brown and crisp.

- **Serving Suggestions:**
  
  Serve 8 ozs (approx. 17 shrimp) as a dinner entree with vegetables and a starch food. Serve 6 ozs (approx. 12 shrimp) as a luncheon with skin-on fries, vegetable & fruit garnish. Serve 6 ozs as an appetizer with honey mustard dipping sauce.

- **Storage:**
  
  KEEP FROZEN UNTIL READY TO USE. DO NOT REFREEZE.

- **Nutritionals and Ingredients**

- **Allergens and Diet**

- **Images and Attachments**
Nutrition and Ingredients

Nutrition Facts

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
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<tbody>
<tr>
<td>Serving Size</td>
<td>3 OZ</td>
</tr>
<tr>
<td>Servings Per Container</td>
<td>37</td>
</tr>
<tr>
<td>Amount Per Serving</td>
<td></td>
</tr>
<tr>
<td>Calories</td>
<td>182</td>
</tr>
<tr>
<td>Calories from Fat 79</td>
<td></td>
</tr>
<tr>
<td>% Daily Value</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>9 g</td>
</tr>
<tr>
<td>Saturated Fat</td>
<td>2.3 g</td>
</tr>
<tr>
<td>Trans Fat</td>
<td>0.12 g</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>51 mg</td>
</tr>
<tr>
<td>Sodium</td>
<td>575 mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>18 g</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>0.39 g</td>
</tr>
<tr>
<td>Sugars</td>
<td>0.43 g</td>
</tr>
<tr>
<td>Protein</td>
<td>8 g</td>
</tr>
<tr>
<td>Vitamin C</td>
<td></td>
</tr>
<tr>
<td>Calcium</td>
<td></td>
</tr>
<tr>
<td>Iron</td>
<td></td>
</tr>
</tbody>
</table>

(%) Information is currently not available for this nutrient.

* Percent Daily Values are based on a 2,000 calorie diet.
Your daily values may be higher or lower depending on your calorie needs.**

** Percent Daily Values listed below are intended for adults and children over 4 years of age. Foods represented or purposed to be for use by infants, children less than 4 years of age, pregnant women, or lactating women shall use the RDI's that are specified for the intended group provided by the FDA.

<table>
<thead>
<tr>
<th>Calories:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>2,200</td>
</tr>
<tr>
<td>Total Fat</td>
<td>Less than</td>
</tr>
<tr>
<td>Sat. Fat</td>
<td>Less than</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>Less than</td>
</tr>
<tr>
<td>Sodium</td>
<td>Less than</td>
</tr>
<tr>
<td>Potassium</td>
<td>3500 mg</td>
</tr>
<tr>
<td>Total Carbohydrate</td>
<td>300 mg</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>25 mg</td>
</tr>
<tr>
<td>Calories per gram:</td>
<td></td>
</tr>
<tr>
<td>Fat g</td>
<td>Carbohydrate 4</td>
</tr>
</tbody>
</table>

Representation of label. The actual nutritional label on the package may vary slightly.

Child Nutrition Label: No

SHRIMP, WHEAT FLOUR, VEGETABLE OIL (CONTAINS ONE OR MORE OF THE FOLLOWING: SOYBEAN, CORN OR COTTONSEED OIL), BLEACHED WHEAT FLOUR, WATER, CONTAINS 2% OR LESS OF: SALT, YELLOW CORN FLOUR, NATURAL FLAVORS, EGG WHITES, MODIFIED CORN STARCH, SPICES, GARLIC POWDER, ONION POWDER, ARTIFICIAL FLAVOR (MALTODEXTRIN, MODIFIED CORN STARCH, FRACTIONATED COCONUT OIL, FLAVOR), DISODIUM INOSINATE, DISODIUM GUANYLATE, DEXTROSE, LEAVENING (SODIUM BICARBONATE, CORN ALUMINUM PHOSPHATE, MONOCALCIUM PHOSPHATE).
# Allergens and Diet

## Allergens

<table>
<thead>
<tr>
<th>Allergens</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peanuts</td>
<td>Free From</td>
</tr>
<tr>
<td>Tree nuts</td>
<td>Free From</td>
</tr>
<tr>
<td>Eggs</td>
<td>May Contain</td>
</tr>
<tr>
<td>Milk</td>
<td>Free From</td>
</tr>
<tr>
<td>Fish</td>
<td>Free From</td>
</tr>
<tr>
<td>Molluscs</td>
<td>Free From</td>
</tr>
<tr>
<td>Crustacean</td>
<td>Free From</td>
</tr>
<tr>
<td>Soy</td>
<td>May Contain</td>
</tr>
<tr>
<td>Wheat</td>
<td>Contains</td>
</tr>
<tr>
<td>Cereals w Gluten</td>
<td>May Contain</td>
</tr>
</tbody>
</table>

## Suitable for Diet

- Organic: Yes
- Kosher: Yes
- Dietetic: 
- Gluten-Free: 
- Halal: 
- Vegan: 
- Vegetarian: 
- No Beef: 
- No Pork: 
Images and Attachments

Chicken Pieces
Edwards Reese's Peanut Butter Cup Creme Pie

- **Dot#:** 549080
- **Mfr #:** 70748
- **GTIN:** 10072180707489
- **Supplier:** Schwan's Food Service, Inc.
- **Description:** Edwards Reese's Peanut Butter Cup Creme Pie

**Product Information**
- **Classification:** Pies/Pastries - Sweet (Frozen) - (10000245)
- **Dimensions (HxWxD):** 8.06 x 10.06 x 19.69 inches
- **Weight Gross / Net:** 11.31 pounds / 8.81 pounds
- **Origin:** US
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- **Serving Size:** 1/8 Pie (83g/2.9 oz)
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**Features and Benefits**
- **Features:** Utilize brand buying power with REESES. Ready to thaw and serve, saving you a lot of time and effort. Cookie crumb pie crusts are made and ground on site for peak freshness.

**Preparation and Cooking:**
- **Ready to Eat:** THAW AND SERVE. STORE FROZEN. SERVE CHILLED. DO NOT REFREEZE. Remove frozen pie from freezer and using a pie server to support the crust, remove the desired number of slices from pie. Carefully pull the paper dividers from the slice and plate. Temper slice 1 hour in refrigerator before serving. Return remaining pie to the freezer. Product may be stored in

**Email Product Spec Sheet**

**To E-mail**
- **kbaum@dotfoods.com**

**From Name**
- **kbaum@dotfoods.com**

**Subject**
- **10072180707489 - Edwards Reese's Peanut Butter Cup Creme Pie**

**Optional Message**

Hi Chef!

Thanks for your interest in new desserts. I think item is exactly what you are looking for.

How many cases would you like to order?
Manufacturer Feedback

• Excited about the ability to directly impact Dot’s web site

• Seeing their data in Dot Expressway:
  ▪ Made it easier to understand what data to provide
  ▪ Made it easier to explain internally

• Delivers the value of a single standards-based approach

• Having the information accessible to Dot’s customers on the Dot Expressway saves the manufacturer from having to gather the information from multiple databases each time they receive a request.

• Some manufacturers went on to have Aligntrac do a similar integration of GDSN data to the manufacturer’s own web site
How Dot Foods is using GDSN Data
Dot Phase 2 Implementation Process

• An automated simple process...
  ▪ Phase 2 data will appear in Dot Expressway for Partners “in production” on Phase 1
  ▪ Weekly scorecard will include % FS2 items

• 2012 Goal
  ▪ 24,000 Items with Phase 2 data
Data Quality

• Manufacturers’ GDSN data will be presented in Dot Expressway exactly as they send it

• Manufacturers can determine how to best promote their products

• Manufacturers can view their product data in the Dot Expressway
Supplier Implementation Considerations

- Phase 2 Data will be validated as received
  - Additional validations – particularly Nutrition data
  - Errors will result in CIC’s being returned
  - GTINs with errors will not flow to Dot’s systems
Supplier Implementation Steps

Suppliers who have completed Phase 1

1. Review phase 2 section of the Dot Foods GDSN guide
   - http://www.aligntrac.com/dotfoods
2. Review GS1 Nutrient Codes guide
   - http://www.gs1us.org/sectors/foodservice/resource_library
3. Test adding FS2 data to a few items
4. Determine how you will gather, cleanse, maintain your data
5. Load your data into GDSN
6. Ensure your data is maintained
Executive Commitment

“The ability to use the GDSN foodservice marketing, nutritional, allergen and ingredient information is a great step forward in providing Dot customers with the best possible product information.

With the addition of the attributes to fulfill our sales and marketing needs, we see a powerful win for Dot, our customers, our suppliers and our industry.”

Dick Tracy
Executive Vice President of Foodservice
Dot Foods
Call to Action

Key Next Steps:

• Educate your Sales, Marketing, Brand Managers
  • Dot Foods / Dot Expressway
  • GS1 Foodservice Initiative
  • GDSN becomes a powerful marketing tool

• Obtain additional information regarding:
  • 1SYNC / Dot GDSN Initiative – www.1sync.org/dot_foods
  • Aligntrac / Dot GDSN Initiative – www.aligntrac.com/dotfoods
  • GS1 Foodservice Initiative – www.gs1us.org/foodservice

• Timing:
  • Dot Foods’ timing is in line with the Foodservice Initiative roadmap
  • Presentation in Dot Expressway helps your “top line”
About 1SYNC

- World’s largest GDSN-certified data pool: over 7,500 members in over 40 countries and 60+ Retailers/Distributors in US (e.g. Dot Foods, Shamrock Foods, McLane, SUPERVALU)
- Wholly owned subsidiary of GS1 US
- 10 years experience in implementing data synchronization solutions
- Offers various implementation options like GUI, XML, Spreadsheets, and via certified Solution Partners to meet the needs of any trading partner whether big or small

<table>
<thead>
<tr>
<th>Worldwide Members</th>
<th>7,500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recipients</td>
<td>65+</td>
</tr>
<tr>
<td></td>
<td>(Including: Dot Foods, McLane, Wal-Mart, Sears...)</td>
</tr>
<tr>
<td>Connected Countries</td>
<td>44</td>
</tr>
<tr>
<td></td>
<td>(US, UK, France, Brazil, Mexico)</td>
</tr>
<tr>
<td>Items Registered</td>
<td>6,740,000+</td>
</tr>
<tr>
<td></td>
<td>(85% of all registered GTINS)</td>
</tr>
<tr>
<td>Industry Sectors</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>(Foodservice, Hardlines, Healthcare, CPG)</td>
</tr>
</tbody>
</table>

*As of May 3, 2012*
About Aligntrac Solutions

• 1SYNC-certified Solution Partner

• Solutions to accelerate GDSN implementation
  – Vendors / Distributors / Retailers / Operators
  – Foodservice Phase 1 and Phase 2 validations
  – Web entry or data file upload
  – Data Merge – ERP, Marketing, Nutrition
  – Image Hosting / Website Integration / Product Presentation
  – Data Preparation / other Consulting Services

www.aligntrac.com
Contacts

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  Aligntrac Solutions:
  • Dave Chang
  • 888-458-4988 x252; dave.chang@aligntrac.com
Questions?

• Thank you!