



# Morsum | Dot Foods Supplier Webinar

Product Content Request

March 14, 2023

# Welcome!



## Team Introductions

Eric Di Silvestro

*Go To Market Director – Morsum | Dot Foods*

Luciana Greisoris

*Data Governor – Morsum | Dot Foods*

Scott Halbert

*Business Development Manager, 3PS – Dot Foods*

Jill George

*Program Manager, Community Engagement – 1WorldSync*

Dan Edwards

*Director, Product – 1WorldSync*

# Agenda



**Dot Foods Endless Aisle Initiative**

**Morsum Company Overview**

**Next Steps**

**Supplier/Vendor Resources**

**Q&A**

# Endless Aisle Initiative



## Vision

To improve lives by enhancing choice for everyone, everywhere.

## Mission

To significantly contribute to the success of our business partners.



# Endless Aisle

Choice and efficiency united

**= Opportunity for you**

# About Morsum



*Food Data Tech since 2011*

- Team of 50+ people and growing
- Building Anchovi foodservice platform
- Supporting ShopHero retail platform

# Anchovi

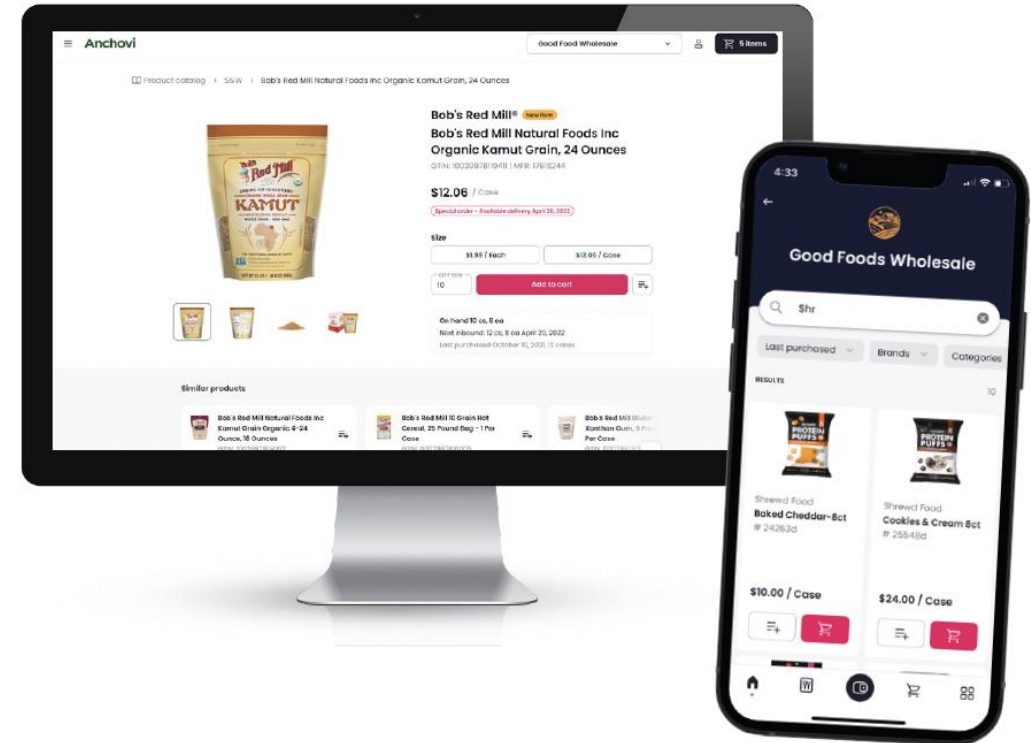
Distributor Centric Operator Platform



**DOT Anchovi** sets the table for ecommerce success.

Intuitive, easy, fast.

Anchovi is the best way for distributors to sell more cases in the digital age.



# ShopHero

Independent Retailer eCommerce Solution



## ShopHero

- This is another extension of our online sales profile
- This is essentially Anchovi, but for the independent grocer
  - Smaller, weaker supply chain
  - Family owned and operated
  - Serving specific communities
  - BUT STILL SERVING VALUE
- Imagine a QR code at the end of the aisle
- “Choice Doorstep” = “Endless Aisle”

# 3<sup>rd</sup> Party Suppliers



## 3PS

- A cornerstone of the value that Anchovi and ShopHero are providing that other competitors simply aren't positioned to do
- Parcel shipment only, straight from the supplier
- The goal
  - Simplicity
  - Provides more choice
    - The growth in this category is very literally limitless
  - Access to the world
  - Integrates Anchovi and ShopHero further into customer's lives
- Shared Growth
  - If an item has drop-ship sales, then stock it!



# 3<sup>rd</sup> Party Suppliers



## 3PS Contact Info

- If you're interested in partnering with us as a 3PS, please contact Scott Halbert at the below:

**Scott Halbert | Dot Foods, Inc.**

Business Development Manager, 3PS

[Scott.halbert@dotfoods.com](mailto:Scott.halbert@dotfoods.com)

636-449-3139 Ext. 23158

[www.dotfoods.com](http://www.dotfoods.com)

# Why Should You Care?



## All Goes Back to Good Data

- Data drives purchasing decisions
  - People will choose inaction over action if there is a gap in the information available
- Eyeballs are on these platforms regardless of whether you work with Dot/Morsum or not

# Next Steps

# Next Steps



## Steps to Publish Your Product Content to Us:

- Complete and submit the **Morsum Trading Partner Form** to us including the applicable GLNs for the items that you represent
  - **Visit our Trading Partner Resource page at:**  
<https://1worldsync.com/community/find-a-trading-partner/morsum/>
- Review the **Morsum Implementation Guide** on how to synchronize your item information with us.
- Begin publishing your GDSN content to the **Morsum, LLC GLN: 0684476691483**

# Supplier Resources

# Supplier Resources



Visit Our Trading Partner Resource Page:

<https://1worldsync.com/community/find-a-trading-partner/morsum/>

A screenshot of the Morsum trading partner resource page on the 1WorldSync website. The page features a navigation bar at the top with the 1WorldSync logo and a "Region" dropdown. The main content area includes a "Back to all" link, the Morsum logo, and a green "Trading Partner Form" button. Below this is a "Share" section with icons for email, Facebook, LinkedIn, and Twitter. The page is divided into two columns. The left column contains sections for "Supplier Communications" (with a link to "Supplier Letter") and "Key Documents" (with a link to "Implementation Guide"). The right column contains sections for "Morsum GDSN Goals" and "Supplier Benefits". Two green arrows point from the left side of the image to the "Trading Partner Form" button and the "Implementation Guide" link.

# Contacts



## Project Contacts

**Scott Halbert – 3PS Partnerships, Dot Foods**

[Scott.halbert@dotfoods.com](mailto:Scott.halbert@dotfoods.com)

636-449-3139 Ext. 23158

**1WorldSync General Onboarding Inquiries & Support**

[businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)

**1WorldSync Customer Technical Support**

[technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com)

866.280.4013 (follow the prompt)

A dark blue world map is centered in the background of the slide. The continents are rendered in a slightly lighter shade of blue, creating a subtle silhouette effect. The map is set against a dark blue background with green decorative shapes in the corners.

# Thank you