



**DOT FOODS, INC.
1WORLDSYNC**

Marketing & Nutritional Webinar

August 25, 2016





Introductions

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Why is GDSN Important To Dot?

- Bad data costs us money!
- Benefits from receiving Clean Data:
 - Reduced labor
 - Increased customer satisfaction
 - Reduced returns due to wrong product ordered
 - More accurate, complete data on Dot Expressway





Dot Expressway

- Users – distributors, national accounts, brokers, suppliers
- Distributors – 13,592 users at 3,040 distributor companies
- DSRs – 5,636 users at 853 distributor companies

The screenshot shows the DOT Expressway website interface. At the top, there is a navigation bar with links for HELP DESK (888)433-2320, FAQS, EMAIL, ORDER APPROVAL, ACTING AS SUSAN, SWITCH BACK TO JOHN, SIGN OUT, SUPPLIER PORTAL, MY ACCOUNT, ORDER FORM, and CART. Below this is the DOT Expressway logo and a search bar with a 'SELECT CUSTOMER' dropdown and a 'SEARCH' button. A search tip below the bar reads: 'SEARCH BY: POPULAR SEARCHES, MULTIPLE ITEM NUMBERS, EVERYTHING, ORDER GUIDE'. A horizontal menu contains buttons for HOME, PRODUCTS, DASHBOARD, DEALS, FAVORITES, and NEWS. Below the menu is a 'BRANDS' section with a row of letters from A to Z and a hash symbol. The main content area features a large banner for 'Spring Inspired Sweets' with an image of various chocolates. To the right of the banner is a promotional box for 'DAWN PROFESSIONAL' and 'P&G Professional' grease cutting formula, with a 'Buy Now' button. Below this is a 'FEATURED BRANDS' section displaying logos for McCain and Kraft. At the bottom of the page, there is a 'DEALS' section.

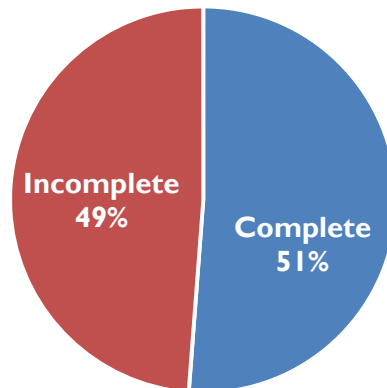




Expressway Stats

- 1.3 Million hits monthly
- 113,452 items across 926 different trading partners
- 79,534 items with at least 1 M&N attribute
- 58,095 complete items
- Average of 40,000 hits per month on M&N pages

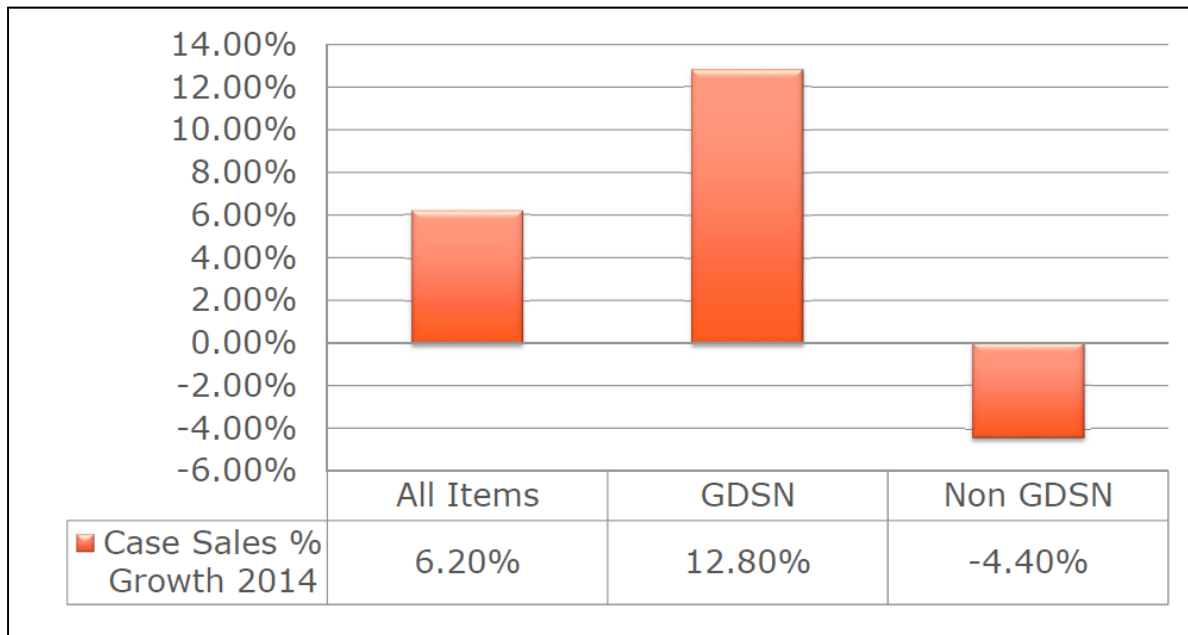
M&N Complete





Expressway Stats

- In past years we measured a growth of 6.2% in total cases
- Sales on items with Marketing & Nutritionals had a 12.8% growth
- Sales on items without M&N decreased by 4.4%





Expressway Filters & Icons

- Filters allow users to view items with M&N

NUTRITIONAL INFORMATION ^

Yes (190)

No (788)

IMAGE AVAILABLE ^

Yes (253)

No (725)

Do not let your data be filtered out of the sale!

- Icons identify when M&N information is present

SAVOR
SPICES & SEASONINGS - IMPORTED
PROMO/ALLOW

ANISE GROUND 6-11 OUNCE **DOT 588175**
6-11 OUNCE **MFG 659138002679**
5.33 lbs, 0.3 cube, 30 per layer, 240 per pallet **GTIN 10684476041285**

SAVOR
SPICES & SEASONINGS - IMPORTED
PROMO/ALLOW

ANISE STAR 6-7.5 OUNCE **DOT 588177**
6-7.5 OUNCE **MFG 659138002686**
4.2 lbs, 0.38 cube, 30 per layer, 240 per pallet **GTIN 10684476041209**





DSR Feedback

“I run into the need for images 4-5 times a week. Images give suppliers an edge. I’m much more likely to sell a supplier’s item if I have access to an image versus one that does not.”

– Brad Williams-DSR
A.H. Hermel

“Images help close the deal. If an image is not available, I’ll often skip the item.”

– Chris Rhodes-DSR
Kelley FS of AL





Expressway M&N Display

▼ Images and Attachments



00684476028524_A1LA_EN1220.jpg



▼ Product Information

Classification:	Temporary Classification (99999999)
Dimensions (HxWxD):	7.1 x 12.9 x 18.7 Inches
Weight Gross / Net:	45 Pounds / 39.5 Pounds
Origin:	(CN) CHINA
Storage Temperature:	41°F
Pallet Configuration:	Ti:7 Hi:8
Servinas Per Container:	24

▼ Features and Benefits

Features:	Ready to use in all your favorite pumpkin recipes.
Storage:	Store in cool, dry temperatures. Refrigerate after opening

▼ Nutritionals and Ingredients

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

Nutrition Facts (Unprepared)		(-) Information is currently not available for this nutrient.	
Serving Size	122 g		
Servings Per Container	24		
Amount Per Serving			
Calories	40	Calories from fat	5
		% Daily Value*	
Total Fat	0.5 g		1%
Saturated Fat	0 g		0%
Trans Fat	0 g		
Cholesterol	0 MG		0%
Sodium	5 mg		0%
Total Carbohydrate	9 g		3%
Dietary Fiber	5 g		20%
Sugar	4 g		
Protein	2 g		
Vitamin A			300%
Vitamin C			2%
Calcium			2%
Iron			4%

		Calories:		2,000	2,500
Total Fat	Less than	85g		80g	
Sat. Fat	Less than	20g		25g	
Cholesterol	Less than	300mg		300mg	
Sodium	Less than	2400mg		2400mg	
Potassium		3500mg		3500mg	
Total Carbohydrates		300mg		375mg	
Dietary Fiber		25mg		30mg	

Calories per gram:		
Fat 9	Carbohydrate 4	Protein 4

Child Nutrition Label:

Ingredients: Pumpkin

▼ Allergens and Diet

Allergens (FDA)

Peanuts:	Free From
Tree Nuts:	Free From
Eggs:	Free From
Milk:	Free From
Fish:	Free From
Molluscs:	Free From
Crustacean:	Free From
Soy:	Free From
Wheat:	Free From

Suitable for Diet

Kosher:	Yes
Organic:	
Dietetic:	
Gluten Free:	Yes
Halal:	
Vegan:	
Vegetarian:	
No Beef:	
No Pork:	



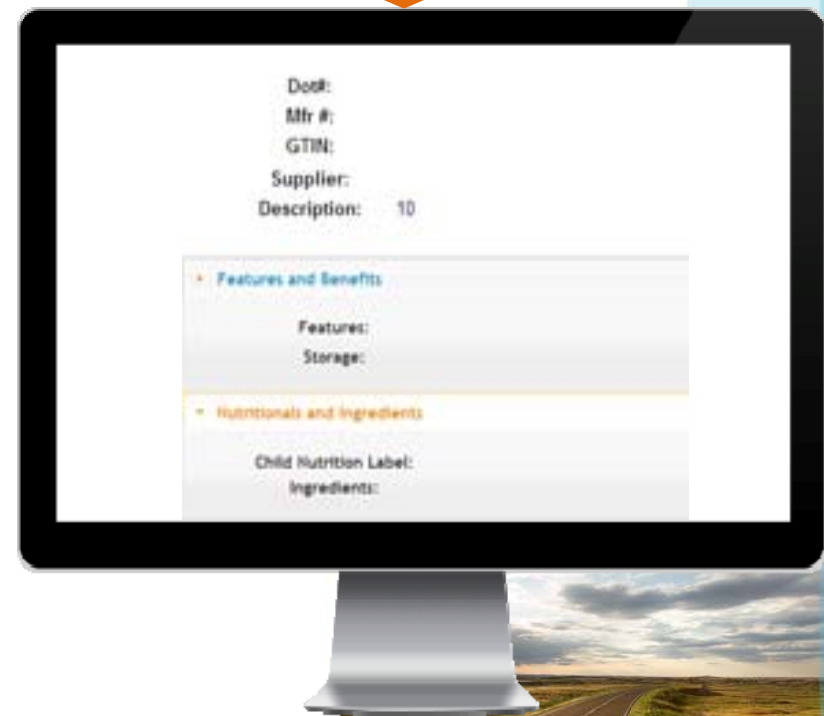
Which Item Would You Buy?

WITH

Marketing and Nutrition
Attributes Populated



WITHOUT





Monthly Aligntrac Scorecard

- Sent to both GDSN & BDM contacts
- Core % Synchronized
- M&N % Completeness
- Data Accuracy Summary
- Self Service Reporting
 - Missing & Non-Compliant items
 - M&N Completeness
 - Data Accuracy Scorecard
- If you are not receiving this and should be, please contact your MDA.





Scorecard Summary

SUMMARY BY PRODUCT LINE

Product Line	Active Items	Published	Non Compliant	Core	Core %	M&N	M&N %
(224) SUPPLIER ABC DRY	288	282	0	282	97.9%	282	97.9%
(1159) SUPPLIER ABC FROZEN	104	104	0	104	100%	100	96.2%
Totals	392	386	0	386	98.5%	382	97.4%

MARKETING & NUTRITION SCORE FOR ALL PRODUCT LINE ITEMS (FOOD/NON-FOOD)

Product Line	Published	Marketing	Images
(224) SUPPLIER ABC DRY	282	100%	100%
(1159) SUPPLIER ABC FROZEN	104	96%	100%
Totals	386	99%	100%

MARKETING & NUTRITION SCORE FOR PRODUCT LINE FOOD ITEMS ONLY

Product Line	Published	Storage	Nutrition	Ingredients	Preparation
(224) SUPPLIER ABC DRY	281	100%	100%	100%	100%
(1159) SUPPLIER ABC FRCZEN	104	96%	96%	96%	96%
Totals	385	99%	99%	99%	99%

PHYSICAL AUDIT BY PRODUCT LINE

Product Line	Scanned	Length	Width	Height	Weight	GTIN
(224) SUPPLIER ABC DRY	30	96%	100%	93%	93%	96%
(1159) SUPPLIER ABC FROZEN	4	100%	100%	75%	75%	100%





Future Data Management

- 100% complete on all items including images
- Quality checks for M&N data and images
- Additional searching and filtering on the Expressway
- Mobile scanning app





Attribute Requirements

- Marketing
- Images
- Preparation
- Storage
- Nutrition
- Ingredients





Marketing

Attribute	1WorldSync Name	Comments
Marketing		
Features/Benefits	Marketing Message	Required

Example: Sweet and earthy flavor with a vibrant red color. Great for pasta dishes, pizzas, salads, sauces and appetizers.



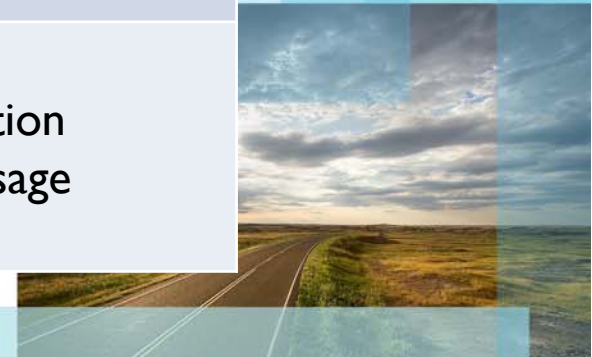
1WorldSync Item Management

View: **Foodservice-US**

- Marketing
 - Recommended Attributes
 - Marketing Message

View: **Full Item View**

- Marketing
 - Marketing Information
 - Marketing Message





Images

Attribute	1WorldSync Name	Comments
Images		
Information Type	Referenced File Type Code	Required (at least 1 PRODUCT_IMAGE)
File Format	File Format Name	Required (i.e. JPG, GIF, BMP, or PNG)
URL	Uniform Resource Identifier	Required
File Name	File Name	Required



1WorldSync Item Management

View: **Foodservice-US**

- Marketing
 - Recommended Attributes
 - Referenced File Type Code
 - Uniform Resource Identifier
 - File Name
 - File Format Name

View: **Full Item View**

- Marketing
 - Referenced File Detail Information
 - Referenced File Type Code
 - Uniform Resource Identifier
 - File Name
 - File Format Name



Images (cont.)





Preparation

Attribute	1WorldSync Name	Comments
Preparation		
Preparation & Cooking Instructions	Preparation Type & Preparation Instructions	Required for food items

Example: BAKE - COOK BEFORE SERVING. Product must be cooked from a frozen state for best results. Place in 18" x 26" x 1/2" bun pan. CONVECTION OVEN: 375F for 12 to 15 minutes. CONVENTIONAL OVEN: 400F for 18 to 21 minutes. NOTE: Oven temperature and times may vary due to oven load and/or product temperature.

1WorldSync Item Management

View: **Foodservice-US**

- Nutritional
 - Preparation & Serving Size Information
 - Preparation Information (view/modify attributes)
 - Preparation Instructions
 - Preparation Type

View: **Full Item View**

- Food and Beverage
 - Preparation Serving Information
 - Preparation Information (view/modify attributes)
 - Preparation Instructions
 - Preparation Type



Storage

Attribute	1WorldSync Name	Comments
Storage		
Storage	Consumer Storage Instructions	Required for food items

Example: Keep Frozen until ready to use. Refrigerate upon opening. Good for 5 days.



1WorldSync Item Management

View: **Foodservice-US**

- Marketing
 - Recommended Attributes
 - Consumer Storage Instructions

View: **Full Item View**

- Marketing
 - Consumer Instructions
 - Consumer Storage Instructions



Nutrition

Attribute	1WorldSync Name	Comments
Nutritional Information		
Serving Size & UOM	Serving Size & Serving Size UOM	Required for food items
Serving Size Text	Serving Size Description	Required for food items
Servings per Package	Number Of Servings Per Package	Required for food items
Nutrition Facts	Serving Size Preparation State Measurement Precision Nutrient Type Code Percentage of Daily Value Intake Nutrient Quantity Contained Nutrient Quantity Contained UOM	Required for food items





Nutrition (cont.)



I WorldSync Item Management

Attribute	View: Foodservice-US	View: Full Item View
<ul style="list-style-type: none">• Number of Servings per Package	<ul style="list-style-type: none">➤ Nutritional<ul style="list-style-type: none">➤ Preparation and Serving Size Information➤ Number of Servings per Package	<ul style="list-style-type: none">➤ Food and Beverage<ul style="list-style-type: none">➤ Preparation Serving Information<ul style="list-style-type: none">➤ Number of Servings per Package
<ul style="list-style-type: none">• Serving Size Description	<ul style="list-style-type: none">➤ Nutritional<ul style="list-style-type: none">➤ Nutrient Information➤ Add Nutrients<ul style="list-style-type: none">➤ Serving Size➤ Serving Size UOM➤ Serving Size Description	<ul style="list-style-type: none">➤ Food And Beverage<ul style="list-style-type: none">➤ Nutritional Information<ul style="list-style-type: none">➤ Nutritional Information (view/modify attributes)➤ Serving Size Description<ul style="list-style-type: none">➤ Serving Size Description
<ul style="list-style-type: none">• Nutritional Facts	<ul style="list-style-type: none">➤ Nutritional<ul style="list-style-type: none">➤ Nutrient Information➤ Add Nutrients	<ul style="list-style-type: none">➤ Food And Beverage<ul style="list-style-type: none">➤ Nutritional Information<ul style="list-style-type: none">➤ Nutritional Information (view/modify attributes)



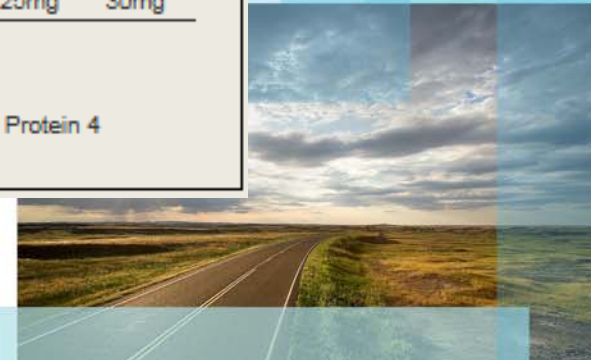
Nutrition (cont.)

Example:

Nutrition Facts (Unprepared)	
Serving Size 122 g	
Servings Per Container 24	
Amount Per Serving	
Calories 40	Calories from fat 5
% Daily Value*	
Total Fat 0.5 g	1%
Saturated Fat 0 g	0%
Trans Fat 0 g	
Cholesterol 0 MG	0%
Sodium 5 mg	0%
Total Carbohydrate 9 g	3%
Dietary Fiber 5 g	20%
Sugar 4 g	
Protein 2 g	
Vitamin A	300%
Vitamin C	2%
Calcium	2%
Iron	4%

(-) 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 purported 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.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Potassium		3500mg	3500mg
Total Carbohydrates		300mg	375mg
Dietary Fiber		25mg	30mg

Calories per gram:		
Fat 9	Carbohydrate 4	Protein 4





Ingredients

Attribute	1WorldSync Name	Comments
Ingredients Summary		
Ingredients	Ingredients List	Required for food items

Example: White Flour, Mixed Wheat Flour, Water, Canola Oil, Extra Virgin Olive Oil, Sugar, Salt, Garlic Powder, Yeast



1WorldSync Item Management

View: **Foodservice-US**

- Ingredients & Allergens
 - Ingredient Information
 - Ingredient Statement

View: **Full Item View**

- Food & Beverage
 - Food and Bev Ingredient Information
 - Ingredient Statement



Additional Attributes

Attribute	1WorldSync Name	Comments
Additional Information		
Child Nutrition Label	Does Trade Item Carry USDA Child Nutrition Label	Publish if applicable
Allergens	Allergen Type Code & Level of Containment	Publish if applicable
Diet Type	Diet Type Code	Publish if applicable
Organic	Organic Claim Agency & Organic Trade Item Code	Publish if applicable
Non-GMO Project Verified	Packaging Marked Label Accreditation Code/Non GMO Project	Publish if applicable





Additional Attributes



I WorldSync Item Management

Attribute Name	View: Foodservice-US	View: Full Item View
Does Trade Item Carry USDA Child Nutrition Label	<ul style="list-style-type: none">➤ Marketing<ul style="list-style-type: none">➤ Optional Attributes<ul style="list-style-type: none">➤ Does Trade Item Carry USDA Child Nutrition Label	<ul style="list-style-type: none">➤ Miscellaneous Attributes➤ AVP Attributes➤ AVP Food & Beverage➤ Does Trade Item Carry USDA Child Nutrition Label
Allergens	<ul style="list-style-type: none">➤ Ingredients & Allergens<ul style="list-style-type: none">➤ Allergen Related Information	<ul style="list-style-type: none">➤ Food and beverage Tab<ul style="list-style-type: none">➤ Allergen Information (view/modify attributes)
Diet Type Code		<ul style="list-style-type: none">➤ Food and beverage Tab<ul style="list-style-type: none">➤ Diet Information<ul style="list-style-type: none">➤ Diet Type Information (view/modify attributes)
Organic Claim		<ul style="list-style-type: none">➤ Food and Beverage Tab<ul style="list-style-type: none">➤ Farming and Processing Information<ul style="list-style-type: none">➤ Organic Claim Information
Packaging Marked Label Accreditation Code		<ul style="list-style-type: none">➤ Packaging<ul style="list-style-type: none">➤ Packaging Marking<ul style="list-style-type: none">➤ Packaging Marked Label Accreditation Code



FUSE Template

- Fuse Template is a tool that could be used to upload items into IM using a spreadsheet.
- The Fuse Template is located in Solution Center as well. Solution Center → Implementation Tab → Data Loading & Maintenance Folder → Fuse Template
- For More information on how to use the Fuse Template you can access the Solution Center → Education & Training Tab → Fuse Folder → Fuse Supplier Template Quick Sheets.





Links & Contacts

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*If you are unsure who to contact, please email masterdata@dotfoods.com

*For technical questions, please email technicalsupport@1worldsync.com

Dot Foods Data Sync Landing Pages

www.1worldsync.com/dotfoods

www.aligntrac.com/dotfoods

Image webinar available **September 8th** at 1PM CST. [Register here!](#)

