



Menu Freedom Data Sync Initiative

Supplier Webinar (October 2023)



TEAM INTRODUCTIONS



Nathan Baker

1WorldSync - Program Manager, Community Enablement



Bekah DeJarlais

Upper Lakes Foods - K-12 Specialist



Linnea Redinger

Menu Freedom - Director of Marketing



Neal O'Bryan

1WorldSync - Pre-Sales Engineer



Andrew Behrman

Menu Freedom - Director of Product Development & Technical Support



AGENDA



Who is Menu Freedom



Product Content Syndication Initiative



How To Get Started

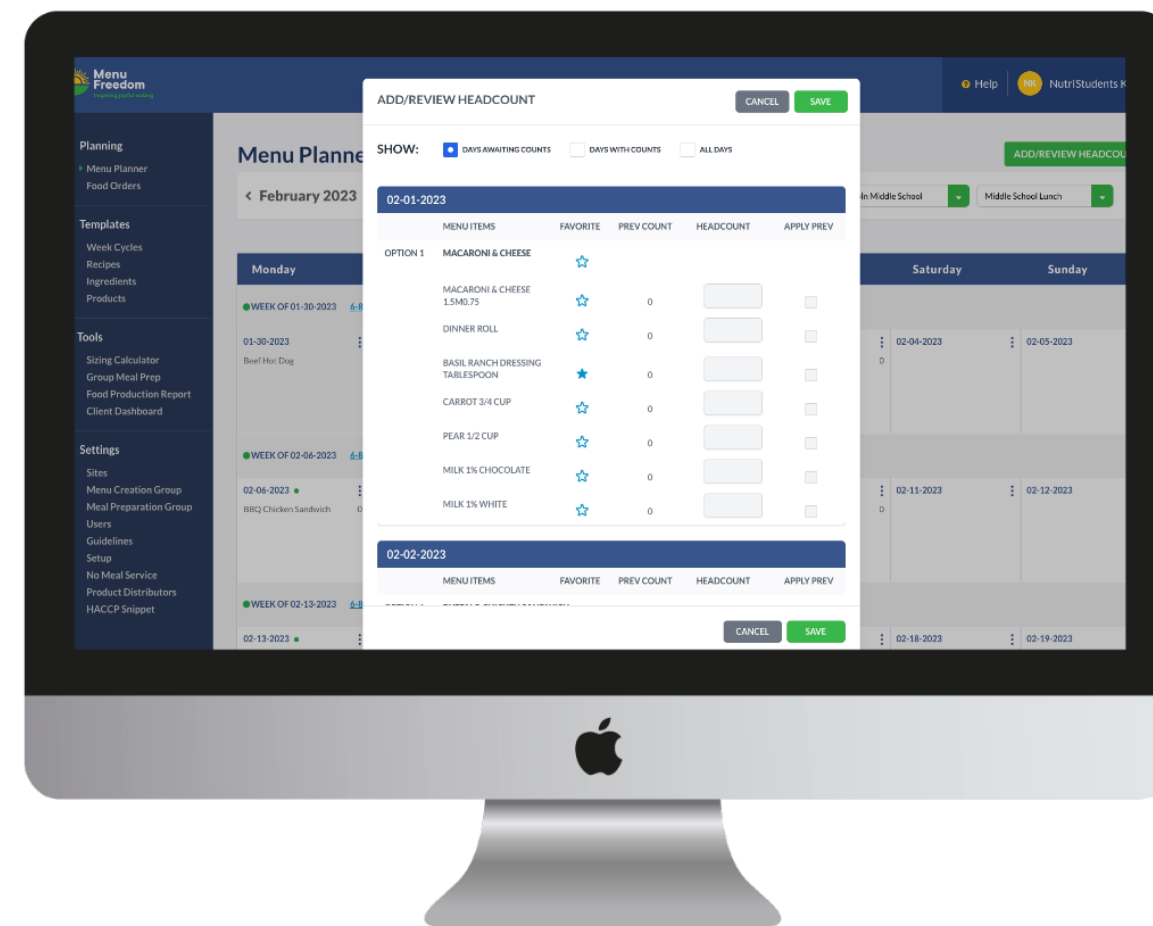


Resources / Q&A



Who Is Menu Freedom?

- Menu Freedom is a robust, cloud-based menu planning and nutrient analysis system from NutriStudents K-12.
- It is a complete “plug-and-play” software platform that supports successful, independent, self-operated foodservice organizations nationwide.
- Menu Freedom features an extensive library of chef-created, USDA-compliant menu weeks that can be used as is, mixed and matched, or customized.



Our History

- **CKC Good Food**, a Minnesota-based school meal catering company founded in 1990.
- **NutriStudents K-12** was created to extend CKC Good Food's expertise and proprietary menus nationally through 45 USDA compliant menu weeks for school nutrition programs participating in the National School Lunch Program (NSLP) and care facilities participating in the Child and Adult Care Food Program (CACFP).
- **Menu Freedom** further extends the intellectual property of CKC Good Food and NutriStudents K-12 to a robust menu planning and nutrition analysis platform.



NutriStudents K-12



K-12 Foodservice Daily Impact



45,000 breakfasts	72,000 breakfasts
7,000 snacks	11,000 snacks
76,000 lunches	120,000 lunches



Partner Testimonials

“Menu Freedom enables UniPro Foodservice Members to increase their overall profitability in the K-12 market by increasing the number of students eating school meals, which results in more products sold, and through the streamlined market basket that gives distributors greater purchasing power and requires less warehouse space. Menu Freedom delivers a win-win for school districts and our distributors.”

Bob Stewart
CEO of UniPro Foodservice

“Menu Freedom gives our distributor members a way to differentiate themselves from all other competitors and gain greater customer loyalty by helping K-12 customers solve their greatest challenges.”

Spencer Peterson
President of the Multi-Unit Group

”When I consider investing in a company these are the key things I look for: Entrepreneurism, integrity, how they deal with adversity, who’s leading the company, what capacity the business model have to be a disrupter in the marketplace.

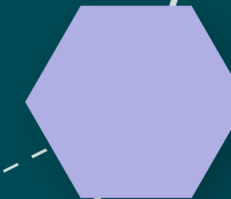
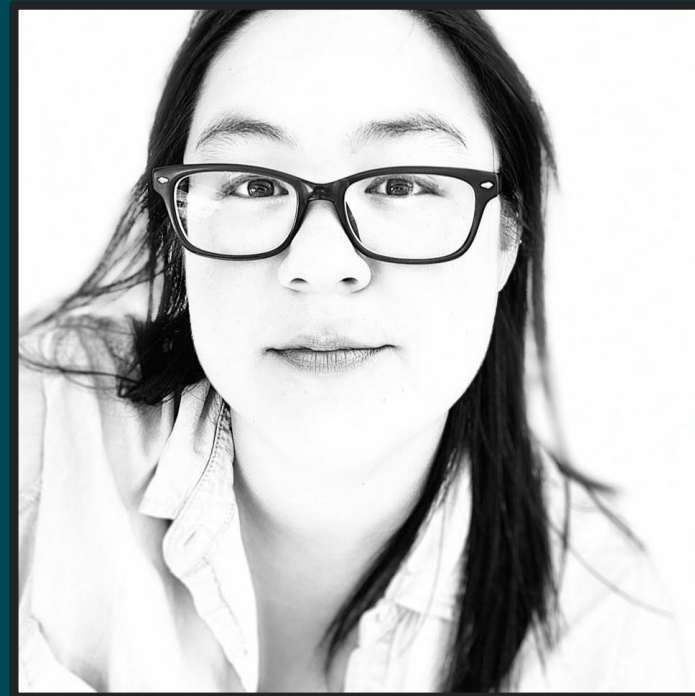
This defines exactly what I like about Menu Freedom and why I believe so strongly in them.”

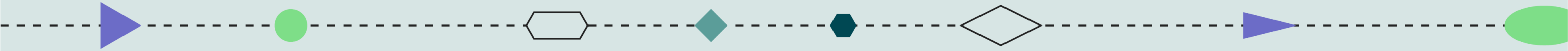
Jim Bradshaw
*Chief Operating Officer,
Upper Lakes Foods*



Partner Testimonial

Bekah DeJarlais -
Upper Lakes Foods





Product Content Syndication Initiative

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What is GDSN and Data Synchronization?

GDSN is world's largest product data network of:

1. **Information providers** such as brands, or suppliers
2. **Information requesters/recipients** such as CPG retailers, food service, healthcare, ecom companies, etc.
3. **Data pools** such as 1WorldSync who provide system or platform to enable the sharing of product information via GDSN method

Data Synchronization is the process of sharing all product data via a data pool with participating customers

1. Product attributes that can be exchanged via GDSN solution include supply chain, compliance, regulatory, marketing, digital assets and much more

****Brand owners can use any GDSN certified data pool they wish to share content****

Menu Freedom Product Content Initiative

Goals:

- Ensure Menu Freedom has quality, accurate, and up to date information on all items to ensure our menu content is current.
- Our customers are becoming more and more data-driven. Having the latest and most complete item content is the best way to represent any brand to potential buyers.

Path to Success

- Obtain access to the most accurate and complete product information
- Synchronize product information for any new and all existing K-12 food items via 1WorldSync

Aligning Goals

Why should brand owners participate in this initiative?

1. Standard industry solution that allows consistency of product data across all channels and trading partners
2. Efficiency of data exchange: “One-to-many”
3. Built-in validations for packaging configuration and other attributes, ensure your data is accurate before shared with us and your other customers
4. Widely used data validations for completeness and accuracy helps drive the cost low
5. Higher product visibility to your K-12 related food products for brands

What Data Attributes to Synchronize

- **Core Supply Chain**
- **High Quality Images**
- **Nutritional and Ingredient information**


Specific focus should be inclusion of the following information:

- Nutrient Labels
- Child Nutrition Labels
- Formulation Statements
- Allergens


<https://1worldsync.com/menufreedom/>


RESOURCES

GDSN Announcements


 Menu Freedom Supplier Letter


Key Documents

 Menu Freedom Implementation Guide

 Menu Freedom Attribute Guide

Helpful Links

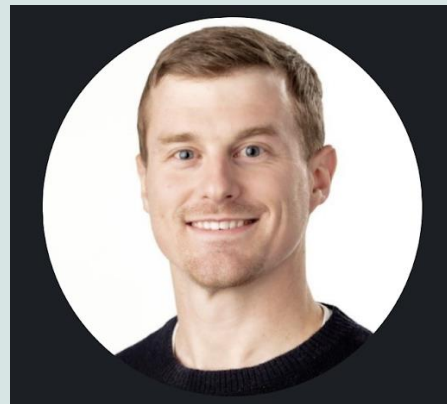
 [Supplier Webinar - Oct 11, 2023 \(REGISTER NOW\)](#)

 [Visit Menu Freedom](#)

 [Apply for a U.P.C Company Prefix](#)



Item Management (IM) & Playlist Demonstration



Neal O'Bryan

1WorldSync – Pre-Sales Engineer

1WorldSync Item Management (IM)

Item Management is an item set up automation solution that allows instant validation and publishing of impactful product data

- Manage supply chain & e-commerce content with ease
- View instant, retailer-specific attribute validations using Playlists
- Focus on work that matters most with streamlined workflows
- Control your content, secured on an ISO certified platform
- Gain access to the entire 1WorldSync platform: Digital Catalog, SmartLabel, Digital Asset Management & more

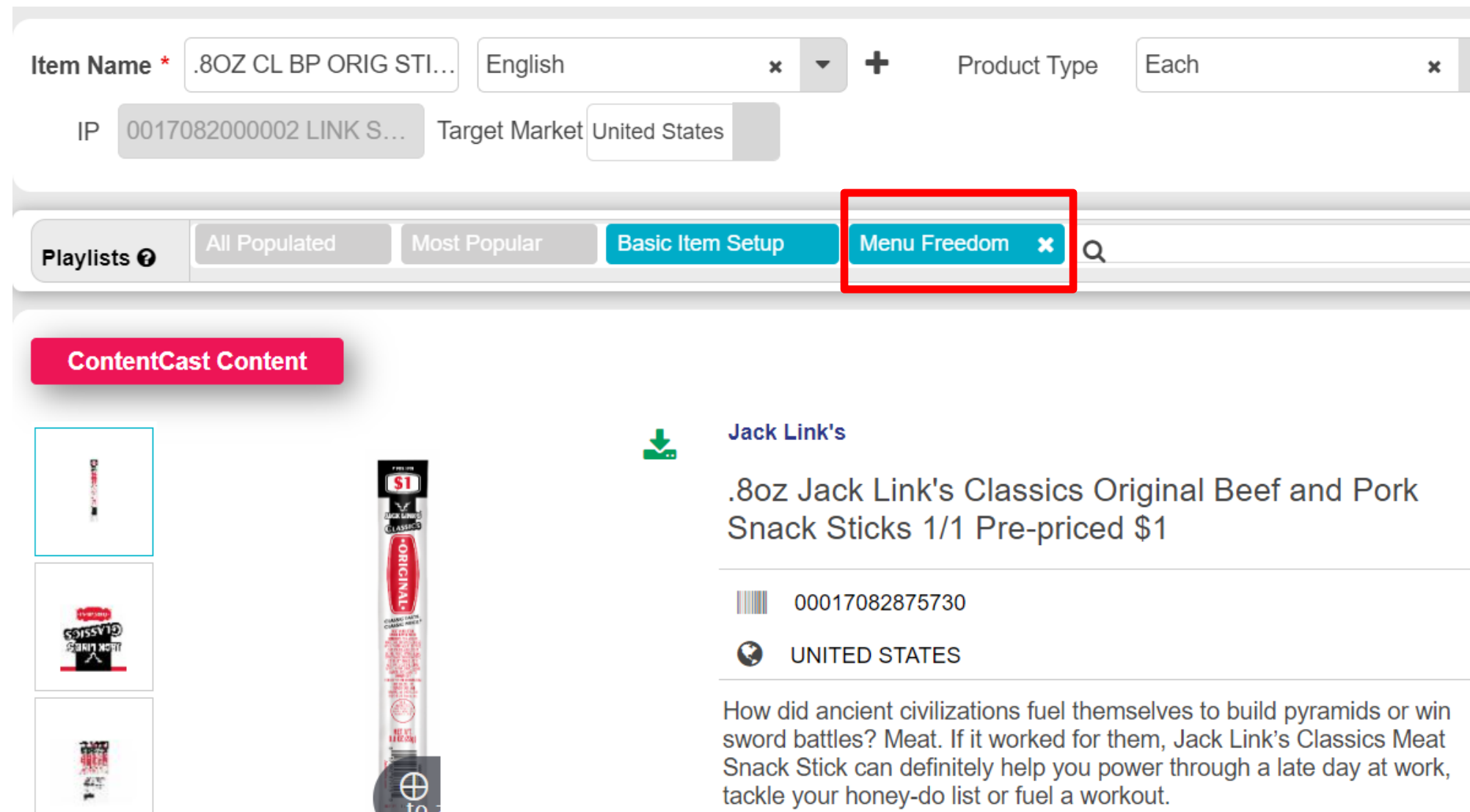
Item Management (IM) Playlist

What is a Playlist?

- A playlist is a functionality available within our 1WorldSync Item Management (IM) platform that allows for suppliers to add a specific view of attributes and validations onto their items to easily locate and know a recipient's requirements
- Playlist puts a focus on getting items compliant from the initial setup to alleviate the headache of reviewing after the fact and making additional revisions
- The Menu Freedom playlist is free for all 1WorldSync Item Management subscribers

Item Management (IM) Playlist

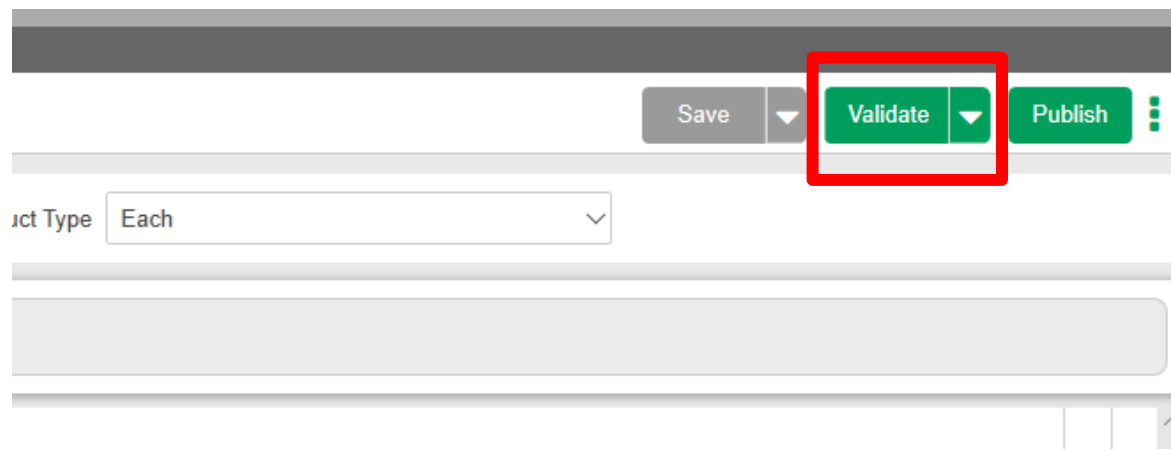
- To activate the Menu Freedom Playlist go into an existing item within the 1WorldSync Item Management (IM) platform and start to type in “Menu Freedom ” under the Playlist search field
- Once the Menu Freedom Playlist option appears, simply click it to have it applied to your item

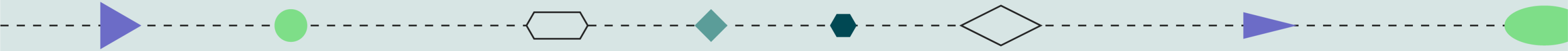


The screenshot displays the 1WorldSync Item Management (IM) platform interface. At the top, there are input fields for 'Item Name *' (containing '.8OZ CL BP ORIG STI...'), 'Language' (set to 'English'), and 'Product Type' (set to 'Each'). Below these, there are fields for 'IP' (0017082000002 LINK S...), 'Target Market' (United States), and a search bar. The 'Playlists' section is visible, with buttons for 'All Populated', 'Most Popular', 'Basic Item Setup', and 'Menu Freedom'. The 'Menu Freedom' button is highlighted with a red box. Below the playlists, there is a 'ContentCast Content' section. On the left, there are three small product images. On the right, a larger product image of a Jack Link's snack stick is shown. To the right of the product image, the following information is displayed: 'Jack Link's', '.8oz Jack Link's Classics Original Beef and Pork Snack Sticks 1/1 Pre-priced \$1', a barcode with the number 00017082875730, and 'UNITED STATES'. A descriptive paragraph follows: 'How did ancient civilizations fuel themselves to build pyramids or win sword battles? Meat. If it worked for them, Jack Link's Classics Meat Snack Stick can definitely help you power through a late day at work, tackle your honey-do list or fuel a workout.'

Item Management (IM) Playlist

- Once the Menu Freedom playlist is applied you can hit the “validate” button, in the top right-hand corner of your screen, to review any additional Menu Freedom required attributes that are not present on your item





How To Get Started

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How To Get Started

1. Visit <https://1worldsync.com/menufreedom/>
 - i. **Complete the Menu Freedom Trading Partner Form**
 - ii. Review the Menu Freedom **Implementation Guide and Attribute List**
2. Validate your item data against “Menu Freedom” Playlist in 1WorldSync Item Management
3. Publish your Product Content to the **Menu Freedom GLN 1200109010804** (Simply Good Food LLC, dba Menu Freedom)

*If you are NOT currently participating in the GDSN, please reach out to businessdevelopment@1worldsync.com or call 1WorldSync at +1 866.280.4013.

*If you are looking for product content creation visit <https://1worldsync.com/solutions/create-product-content/>

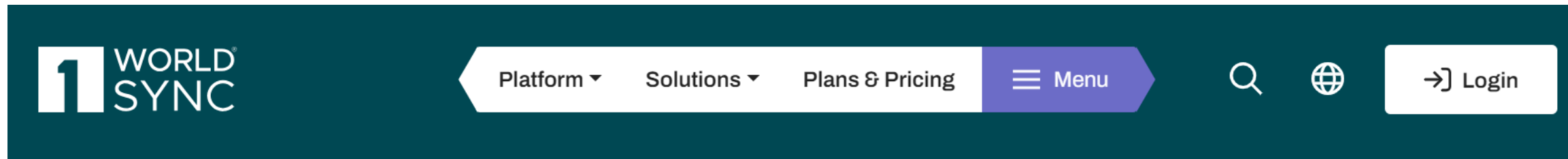


Resources

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Visit Our Trading Partner Resource Page:

<https://1worldsync.com/menufreedom/>



Menu Freedom

[Trading Partner Form](#)

Solving Foodservice Challenges


Menu Freedom is a robust, cloud-based menu planning and nutrient analysis system from NutriStudents K-12. It is a complete “plug-and-play” software platform that supports successful, independent, self-operated foodservice organizations nationwide.

Menu Freedom features an extensive library of chef-created, USDA compliant menu weeks that can be used as is, mixed and matched, or customized.


Menu Freedom extends the expertise and intellectual property of NutriStudents K-12’s sister company, CKC Good Food, a Minnesota-based school meal catering company specializing in bringing delicious and nutritious meals to a broader audience with proprietary recipes, processes, methods, and tools.


RESOURCES

GDSN Announcements

 [Menu Freedom Supplier Letter](#)

Key Documents

 [Menu Freedom Implementation Guide](#)

 [Menu Freedom Attribute Guide](#)

Contacts

1WorldSync Supplier Engagement Team

businessdevelopment@1worldsync.com

1WorldSync Technical Support Team

+1 866-280-4013 Within the U.S. (Follow the prompts)

technicalsupport@1worldsync.com (Technical Support)

Menu Freedom

datasync@nutrirstudentsk-12.com

Q & A

THANK YOU