



## Case study: Expiration Date Management at the POS

GS1 DataBar protects Polish retailer from selling out-of-date fresh food

### Leading Polish retailer adopts GS1 DataBar to automatically manage expiration dates

JMP (Jeronimo Martins Poland), owner of Biedronka, is the leading retailer in the Polish market, implementing innovative solutions in different areas of its activities. JMP, with its Biedronka stores, is the largest retail chain in Poland, with 1900 stores in over 750 locations.

Biedronka has been looking to develop efficient Fresh Food Management programs, such as improving consumer safety and satisfaction, and ensuring traceability and recall.

To be consistent with legal requirements and meet the growing quality demands that customers expect of fresh foods, Biedronka decided to implement GTIN, on their variable measure fresh products with GS1 DataBar.

Thanks to this, they can now manage the expiration date of products in an automated way at the point of sale, and ensure that the products they sell meet the highest quality requirements of their customers.

### Meeting consumer expectations for high quality fresh food products

Biedronka implemented GS1 DataBar Expanded on their fixed and variable measure fresh meats, poultry, fresh salads, bread, dairy and fish. They encoded on the DataBar the GTIN, expiry date, weight and batch number.

The main objective of the project was to guarantee that any products with expired best before date would not be sold to customers.



The second objective was to support a potential recall process of any product that might have quality problems. Customer safety was a key objective of Biedronka's strategy. A final objective was to gain benefits in their fresh food categories like the ones achieved in dry foods, beverages, and non-food products.

JMP expects to have over **100 products marked with GS1 DataBar** on its private label products (about **10%** of its **total SKUs**).



### A significant investment for Biedronka

Biedronka invested in over 1000 scanners in the stores, handheld data terminals, price checkers and IT software upgrades.

The implementation of the GS1 DataBar in the Biedronka chain, once fully and successfully deployed, will be one of the most significant deployments in the world. Rolling out GS1 DataBar on new products and engaging new suppliers will be the next step to meet their goal of having over 100 products marked with GS1 DataBar.



### Key benefits

JMP expects the following benefits from their deployment of GS1 Standards and GS1 DataBar:

- Improved management of short shelf life products
- Simplified processes thanks to one global identification for all the products (GTIN instead of Restricted Circulation Numbers)
- Better real-time inventory control, improved yield management, reduced product wastage, enhanced recall process, better quality of customers service
- GS1 DataBar plays the role of security guard at the point of sale by stopping a sale.

It is worth emphasizing that the continuous cooperation with GS1 Poland helped contribute to success, to ensure compliance with GS1 standards concerning data content and technical aspects.

Collaboration with GS1 Poland was significant for the success of the project at each stage, especially during the preparation stage of the pilot, run in cooperation with selected private label suppliers, as well as during the stage of transforming the project into standard process at Biedronka.

**Marcin Dopierala**  
Supply Chain and  
DC Development Director, Biedronka

### GS1 Solution for Fresh Foods

GS1 Fresh Foods Standards and Solutions enable unique product identification for variable measure fresh products, enabling a smarter, safer, fresher point-of-sale. Fresh Foods Application Standards, GTIN Allocation Rules and an Implementation Guide for Fresh Food Products Sold at Point-of-Sale are available today. Together with GS1 DataBar symbols, GS1 members can enable traceability to the point-of-sale and create consumer safety solutions such as: Expiration Date Management and Automatic Markdowns at the point of sale.

### Contact information:

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Interested in learning more about GS1 Solutions for Fresh Foods? Contact your local GS1 Member Organisation: [www.gs1.org/contact](http://www.gs1.org/contact) or visit our website: [www.gs1.org/barcodes/databar](http://www.gs1.org/barcodes/databar)

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