



THE GLOBAL LANGUAGE
OF BUSINESS

CASE STUDY



DineEquity® and McLane

Leaders in foodservice join together to drive traceability with quality data

CHALLENGE

With more than 3,600 restaurants in 18 countries, DineEquity is one of the largest full-service restaurant companies with two iconic American flagship brands—Applebee's® and IHOP®. The company wanted to take steps to achieve traceability for increased food safety for its franchisees' restaurants and their hundreds of thousands of customers who dine at these restaurants each day.

SOLUTION

DineEquity is collaborating closely with McLane Foodservice (McLane), an industry supply chain leader and one of its major distributors, to implement case-level traceability across its entire system. Drawing on McLane's experience with GS1 Standards, DineEquity approached its suppliers about the value of using GS1 Standards. Today, many of DineEquity's suppliers use GS1-128 barcodes that carry detailed product information to its distributors' centers.

BENEFITS

Taking a standards approach, all players in the foodservice supply chain can streamline their processes and gain efficiencies by using quality data. DineEquity and McLane know precisely what products have been delivered to the exact restaurant locations for faster, more precise recalls and withdrawals, if required. This leads to improved food safety, brand protection and continued consumer confidence.

dineEquity®



“It was exciting to see how accurate and complete data could have a powerful impact on our franchisees' restaurants and consumers.”

— BRAD CLEM, Manager,
Quality Systems, DineEquity

For DineEquity, traceability for food safety is not only the right thing to do, but is critical to safeguard brand reputation when operating the two most recognized restaurant brands in the United States—Applebee’s and IHOP.

Brad Clem, manager of Quality Systems at DineEquity, explains, “For us, it’s all about being able to trace products forward to restaurants in order to protect consumers. Their expectations are growing every day to know what’s in the food they’re eating, and be confident that it’s safe.”

Starting in 2010, DineEquity decided to make its vision of traceability operational. The giant restaurant operator approached McLane and visited one of its distribution centers to see traceability in action with GS1 Standards. McLane showed how incoming cases from suppliers are scanned and how this captured data is “carried through” to the delivery of cases at intended restaurants. “It was exciting to see how accurate and complete data could have a powerful impact on our franchisees’ restaurants and consumers,” recalls Clem. “We asked McLane to work with us to make it happen.”

McLane quickly accepted the challenge. “Chain restaurants care about brand integrity and brand protection and that’s a major focus for us,” says Syndee Stiles, vice president of Operations Support with McLane. “A traceability program with DineEquity was a logical progression for us since we have collaborated with other operators in this way.”

DineEquity lost no time in communicating the traceability initiative to its suppliers and other distributors. “We started with our suppliers that provide about 300 proprietary or exclusive items,” says Clem. “Throughout the years, we have expanded our traceability initiative to include all of our suppliers. Many have come to realize that using GS1 Standards will help them in doing business with other operators, as well.”

Today, many of DineEquity’s suppliers are onboard by encoding GS1 Global Trade Item Numbers (GTINs), batch/lot numbers, sell-by dates and other valuable product data into GS1-128 barcodes for labels on cases destined for McLane and other distributors’ centers. DineEquity is working to achieve increased participation by its suppliers to align with the GS1-128 guidelines set by the Foodservice GS1 US Standards Initiative.

By using GS1 Standards, when a supplier’s case of product is received in one of McLane’s centers, its barcode is scanned. The electronic system recognizes the item and captures the batch/lot number as well as relevant data, such as production

.....
“We are seeing an increasing number of withdrawals and recalls due to allergens and incomplete labeling. It’s becoming more and more important that we work together to share complete data, and if needed, to quickly and accurately find product.”

— SYNDEE STILES, VP, Operations Support, McLane
.....

date, packaging date, sell-by date or expiration date provided by the supplier.

As McLane selects the products for shipment, the selector scans the case’s GS1-128 barcode to confirm the item and capture information for traceability, and then creates another label with a barcode unique to that case and the specific restaurant destination. “Upon arrival at each restaurant, our driver scans the case labels as well as the GS1 Global Location Number (GLN) barcode assigned to and posted in each restaurant,” explains Stiles. “This confirms the exact products he has delivered to the exact restaurant location and closes the loop on traceability.”

“In the case of a recall, we could precisely identify which DineEquity restaurant or GLN received what products down to the best-by date and batch/lot information,” continues Clem. “The GS1-128 extended barcode provides us with this detailed information.”

DineEquity and McLane both believe traceability is a collaborative effort that requires foresight and commitment by all members of the supply chain.

“Our world has changed,” adds Stiles. “We are seeing an increasing number of withdrawals and recalls due to allergens and incomplete labeling. It’s becoming more and more important that we work together to share complete data, and if needed, to quickly and accurately find product.”

“With food safety as the goal, using GS1 Standards should not be considered a competitive advantage, but the way the entire foodservice industry should conduct business,” concludes Clem.

To learn more about DineEquity and McLane, visit www.dineequity.com and www.mclaneco.com.

To learn more about the Foodservice GS1 US Standards Initiative, visit www.gs1us.org/foodservice.



THE GLOBAL LANGUAGE
OF BUSINESS

GS1 US Corporate Headquarters
Princeton Pike Corporate Center
1009 Lenox Drive, Suite 202, Lawrenceville, NJ 08648 USA
T +1 937.435.3870 E info@gs1us.org W www.gs1us.org

FOLLOW US:



© 2015 GS1 US ALL RIGHTS RESERVED

