The Value of Extended Product Information

Survey Results

R1.0 — May 06 2015
# CONTENTS

1 Introduction .......................................................................................................................... 5
2 Survey Details ......................................................................................................................... 6
   2.1 Complexity ...................................................................................................................... 6
   2.2 Design & Process ............................................................................................................ 6
   2.3 Respondents .................................................................................................................. 6
3 Survey Results from Foodservice Operators ...................................................................... 7
   3.1 Incomplete Information ................................................................................................. 7
      3.1.1 Value-Added Products ......................................................................................... 7
      3.1.2 Commodity Products ......................................................................................... 7
   3.2 The Impact of Providing Complete Information .......................................................... 8
      3.2.1 Requests for Sales Calls ....................................................................................... 8
      3.2.2 Requests for Samples .......................................................................................... 8
4 Survey Results from Foodservice Distributors .................................................................. 9
   4.1 Incomplete Information ................................................................................................. 9
      4.1.1 Value-Added Products ......................................................................................... 9
      4.1.2 Commodity Products .......................................................................................... 9
   4.2 The Impact of Providing Complete Information .......................................................... 10
      4.2.1 Requests for Sales Calls ....................................................................................... 10
      4.2.2 Requests for Samples .......................................................................................... 10
5 The Combined Impact on the Manufacturer ....................................................................... 11
   5.1 Requests for Sales Calls ............................................................................................... 11
   5.2 Requests for Samples ...................................................................................................) 11
6 General Observations .......................................................................................................... 12
   6.1 Regarding Operators ..................................................................................................... 12
   6.2 Regarding Distributors ................................................................................................. 12
   6.3 Overall .......................................................................................................................... 12
7 Interpreting the Results ....................................................................................................... 12
8 Appendix A: Survey Product Information Sheets .................................................................. 13
   8.1 Value-Added Product - incomplete data set ................................................................. 13
   8.2 Value-Added Product - complete data set .................................................................. 14
   8.3 Commodity Product - incomplete data set .................................................................. 15
   8.4 Commodity Product - complete data set .................................................................. 16
9 Appendix B: Respondent Demographics ............................................................................ 17
   9.1 Operators ..................................................................................................................... 17
      9.1.1 Type ...................................................................................................................... 17
9.1.2 Scope............................................................................................................................................. 17
9.1.3 Respondent Role............................................................................................................................. 17
9.1.4 Respondent Annual Sales Volume .................................................................................................. 18

9.2 Distributors ....................................................................................................................................... 18
9.2.1 Type................................................................................................................................................ 18
9.2.2 Scope................................................................................................................................................ 18
9.2.3 Respondent Role............................................................................................................................. 19
9.2.4 Respondent Annual Sales Volume .................................................................................................. 19

9.3 Total Participants............................................................................................................................... 19
ABOUT GS1

GS1® is a neutral, not-for-profit, global organization that develops and maintains the most widely-used supply chain standards system in the world. GS1 Standards improve the efficiency, safety, and visibility of supply chains across multiple sectors. With local Member Organizations in over 110 countries, GS1 engages with communities of trading partners, industry organizations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards. GS1 is driven by over a million user companies, which execute more than six billion transactions daily in 150 countries using GS1 Standards.

ABOUT GS1 US

GS1 US, a member of the global information standards organization GS1, brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 Standards. Nearly 300,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code (EPC®)-enabled RFID, data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code® (UNSPSC®). www.GS1US.org.

ABOUT FOODSERVICE GS1 US STANDARDS INITIATIVE

The Foodservice GS1 US Standards Initiative serves as a strategic effort in which industry trade associations and individual companies may choose to join on a voluntary basis to assist with their company’s adoption and implementation of GS1 Standards. Nothing herein should be construed as constituting or implying an agreement among foodservice companies to adopt or implement GS1 Standards. Nothing herein should be construed as constituting or implying an agreement regarding any company’s prices, output, markets, or dealings with customers and suppliers. Nothing herein is inconsistent with the proposition that each participating company must and will exercise its independent business judgment on all standards adoption.
1 INTRODUCTION

The foodservice industry has changed dramatically. Consumer demand for health foods, locally-sourced items, clean ingredients, and eco-friendly products, as well as allergen-free, vegan and/or vegetarian menu options, continues to grow. In response, foodservice operators have had to evolve to meet these trends by updating their menus with new dishes, different ingredients, and more information. In fact, more than 50% of operators have added gluten-free, vegan or all-natural items to their menus over the past three years. And more and more new operators are opening with menus designed exclusively for these consumer demands.

The common ingredient operators need to offer any of these menu options is product information. Attributes like ingredients, nutritional and allergen data, and whether or not the product is eco-friendly or organic are needed to ensure that the right products are being purchased. Beyond these trends, operators are under tremendous pressure to be strategic in their purchasing decisions to support their value proposition to customers, whether it be on price or quality. Images and relevant marketing descriptions are especially important to their decision-making. This need for information impacts not only operators, but the distributors who supply them as well.

As a result, product information sheets with only transaction information are no longer enough. Operators and distributors can rarely make purchasing decisions without extended product data, and if it is not provided -- they will request a sales call and/or a sample to get it. Although sales calls and samples can be valuable sales tools for nurturing relationships with prospective buyers and converting qualified leads into sales, they can be a drain on sales productivity and profitability if not well managed. Nonetheless, distributors and operators seeking extended product data are having mixed results. Suppliers who have already started the journey toward complete product information comply easily. Those that have not usually ignore or challenge the request, causing frustration and less-than-desired participation.

To break this cycle, the Foodservice GS1 US Standards Initiative initiated a survey to examine the impact of providing extended product data. The goal was to drive greater adoption of extended product data by foodservice suppliers. Although reducing cost is a valuable benefit of any initiative, promoting and increasing sales is a more persuasive value proposition for foodservice suppliers. Therefore, the survey sought to gain insight about the impact that providing extended product data can have on foodservice sales by examining requests for calls and samples by operators and distributors. The results of the survey indicate that providing extended product information can improve foodservice sales.

Highlights of some of the key findings:

- With incomplete information, over 70% of operators are “very likely” to request manufacturer support.
- There is very limited chance of an unassisted operator sale for value-added products with incomplete information.
- With complete information, the number of operators who are “very likely” to request a sales call is reduced by over 40%.
- With complete information, the number of distributors who are “very likely” to request a sales call is reduced by over 46% for value-added products and over 38% for commodity products.

---


2 SURVEY DETAILS

2.1 COMPLEXITY

Several layers of complexity were built into the survey:

- **Two Supply Chain Roles: distributors and operators**
  The survey polled foodservice distributors as well as foodservice operators in order to gain insight about whether the impact of having extended data varied based on the recipient’s supply chain role.

- **Two Types of Product: value-added product and commodity product**
  Respondents were asked the same questions for two different types of products in order to gain insight about whether the impact of extended data varied based on the type of product. The commodity product in the survey was tomato sauce. The value-added product was breaded stuffed shrimp.

- **Two Types of Sales Support: request for call and request for sample**
  Respondents were asked about the need to request a call and the need to request a sample in order to gain insight about the impact of extended data on the need for each type of sales support.

2.2 DESIGN & PROCESS

The survey was designed to collect data about sales support needs when incomplete product information is provided versus when complete product information is provided:

- For each product, respondents were first given a *product data sheet with only transactional data* and asked how often they would need to request a sales call and how often they would need to request a sample. This data set is referred to as “incomplete information” in this white paper.

- Respondents were then given a *product data sheet with extended data* (including nutritional information, allergens, product images, etc.) and asked how often they would need to request a sales call and how often they would need to request a sample. This data set is referred to as “complete information” in this white paper.

The data sets used in the survey are provided in Appendix A.

2.3 RESPONDENTS

The data was collected from a large cross-section of distributors and operators from January 10, 2014 through October 31, 2014. Participating distributors included broadliners and specialists, as well as local single branch distributors, multi-branch distributors and national distributors. Participating operators represented the full spectrum of foodservice operations, including lodging, healthcare, quick service restaurant, full service restaurant, education, college/university, business and industry, and recreation. There were more distributor respondents than operator respondents. However, the operator respondents had a significantly larger scope (nearly 65% were national chains) and personal sales volume (over 55% had $10 million plus) than distributor respondents. See Appendix B for demographic information about the survey respondents.
3 SURVEY RESULTS FROM FOODSERVICE OPERATORS

Although all of the survey findings were quite telling, the responses from operators provided the most dramatic findings in terms of the impact of providing incomplete product information, and how much providing complete information can improve that.

3.1 INCOMPLETE INFORMATION

The survey found that when incomplete information is provided, over 70% of operators are very likely to request some form of assistance for both types of product.

3.1.1 VALUE-ADDED PRODUCTS

When operators are given incomplete information about value-added products:

- There is very limited chance of an unassisted sale. (With our survey respondents, there was no chance of an unassisted sale.)
- Over 76% of operators are very likely to request a sales call.
- Over 83% of operators are very likely to request a sample.

3.1.2 COMMODITY PRODUCTS

When operators are given incomplete information about commodity products:

- Over 71% of operators are very likely to request a sales call.
- Over 76% of operators are very likely to request a sample.

Fortunately, the survey found that this can be significantly improved by providing complete information.
3.2 THE IMPACT OF PROVIDING COMPLETE INFORMATION

The survey found that requests for calls and requests for samples by operators can be significantly reduced by providing complete information. This was true for both commodity products and value-added products.

3.2.1 REQUESTS FOR SALES CALLS

Operators who were very likely to request sales calls reduced by over 40% for both types of product.

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>INCOMP INFO</th>
<th>COMPLETE INFO</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE-ADDED</td>
<td>76.6%</td>
<td>35.5%</td>
<td>41.1% reduction</td>
</tr>
<tr>
<td>COMMODITY</td>
<td>71.7%</td>
<td>31.2%</td>
<td>40.5% reduction</td>
</tr>
</tbody>
</table>

3.2.2 REQUESTS FOR SAMPLES

Operators who were very likely to request samples reduced by over 20% for both types of product.

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>INCOMP INFO</th>
<th>COMPLETE INFO</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE-ADDED</td>
<td>83%</td>
<td>62.2%</td>
<td>20.8% reduction</td>
</tr>
<tr>
<td>COMMODITY</td>
<td>76%</td>
<td>53.3%</td>
<td>22.7% reduction</td>
</tr>
</tbody>
</table>
4 SURVEY RESULTS FROM FOODSERVICE DISTRIBUTORS

Survey responses from distributors followed the same trend as operator respondents in terms of the need for sales support when incomplete information is provided, and how complete information can reduce those needs for both types of products.

4.1 INCOMPLETE INFORMATION

The survey found that incomplete information causes over 50% of distributors to be very likely to request some form of assistance for both types of product.

4.1.1 VALUE-ADDED PRODUCTS

When distributors are given incomplete information about value-added products:

- **58%** of distributors are very likely to contact the manufacturer to request a sales call for value-added products.
- **Over 58%** of distributors are very likely to request a sample for value-added products.

4.1.2 COMMODITY PRODUCTS

When distributors are given incomplete information about commodity products:

- **Over 49%** of distributors are very likely to contact the manufacturer to request a sales call for commodity products.
- **Over 52%** of distributors are very likely to request a sample for commodity products.

As with operators, this can be significantly improved by providing complete information.
4.2 THE IMPACT OF PROVIDING COMPLETE INFORMATION

The survey found that distributor requests for calls and requests for samples can be reduced by providing complete information. This was true for both commodity products and value-added products.

4.2.1 REQUESTS FOR SALES CALLS

Distributors who were very likely to contact the manufacturer to request a sales call:

- reduced by over 46% for value-added products
- reduced by over 38% for commodity products

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>INCOMP INFO</th>
<th>COMPLETE INFO</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE-ADDED</td>
<td>58%</td>
<td>11.1%</td>
<td>46.9% reduction</td>
</tr>
<tr>
<td>COMMODITY</td>
<td>49.6%</td>
<td>11.1%</td>
<td>38.5% reduction</td>
</tr>
</tbody>
</table>

4.2.2 REQUESTS FOR SAMPLES

Distributors who were very likely to request samples:

- reduced by over 32% for value added products
- reduced by over 28% for commodity products

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>INCOMP INFO</th>
<th>COMPLETE INFO</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE-ADDED</td>
<td>58.9%</td>
<td>26%</td>
<td>32.9% reduction</td>
</tr>
<tr>
<td>COMMODITY</td>
<td>52.9%</td>
<td>24.3%</td>
<td>28.6% reduction</td>
</tr>
</tbody>
</table>
5 THE COMBINED IMPACT ON THE MANUFACTURER

As the individual results for operators and distributors suggest, providing incomplete product information creates a high maintenance sales environment for manufacturers that can drain the productivity and profitability of sales operations. When the results of operators and distributors are combined, a full picture of the manufacturer’s sales operations (and opportunities) emerge.

5.1 REQUESTS FOR SALES CALLS

When manufacturers provide incomplete product information, over 50% of trading partners are very likely to requests sales calls for both types of products.

With complete information, requests for sales calls are:
- reduced by over 46% for value-added products
- reduced by over 40% for commodity products

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>INCOMP INFO</th>
<th>COMPLETE INFO</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE-ADDED</td>
<td>59%</td>
<td>13%</td>
<td>46% reduction</td>
</tr>
<tr>
<td>COMMODITY</td>
<td>52%</td>
<td>12%</td>
<td>40% reduction</td>
</tr>
</tbody>
</table>

5.2 REQUESTS FOR SAMPLES

When manufacturers provide incomplete product information:
- 60% of trading partners are very likely to requests samples for value-added products
- 55% of trading partners are very likely to requests samples for commodity products

With complete information, the number of trading partners who are very likely to requests sales calls are reduced by 30% (average).

<table>
<thead>
<tr>
<th>PRODUCT TYPE</th>
<th>INCOMP INFO</th>
<th>COMPLETE INFO</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>VALUE-ADDED</td>
<td>60%</td>
<td>28%</td>
<td>32% reduction</td>
</tr>
<tr>
<td>COMMODITY</td>
<td>55%</td>
<td>27%</td>
<td>28% reduction</td>
</tr>
</tbody>
</table>
6 GENERAL OBSERVATIONS

6.1 REGARDING OPERATORS

- The benefits of complete information are approximately the same for value-added products and commodity products.
- Complete information has a much more significant impact on request for calls than request for samples (reduces requests for calls twice as much as it reduces requests for samples).

6.2 REGARDING DISTRIBUTORS

- Complete information benefits value-added products more than commodity products.
- Complete information has a more significant impact on contacting a manufacturer to request a sales call than request for samples.

6.3 OVERALL

- Greater impact on operators than distributors
- Greater impact on sales calls than samples
- More impact on value-added products than commodity products

7 INTERPRETING THE RESULTS

Successful sales operations minimize administrative and non-revenue producing activities in order to maximize the amount of time the sales team has to identify and develop sales opportunities. They promote:

- Unassisted Sales: a distribution sales representative (DSR) sells or an operator purchases an item without any supplier interaction (i.e., sales realized without any additional effort or support by the supplier), and
- Quality Leads: customers that already know about the product and think that the item will meet their needs (i.e., quality sales leads result in a more productive sales force)

The results of the survey showed how complete product information can have a dramatic impact on sales operations. In order to fully understand the opportunity, consider what might have happened with the trading partners in the survey who indicated they no longer needed sales support once they received complete information:

1. They are ready to purchase the product. In other words, they become unassisted sales.
2. They think your product is a good fit, but they still need a sales call or a sample. In other words, they become qualified leads.
3. They realize that they have requirements that do not align with your products. In other words, non-leads are weeded out without further intervention.

All three of these options increase the productivity and profitability of your sales operations and produce bottom line results.
## 8.1 VALUE-ADDED PRODUCT - INCOMPLETE DATA SET

### Breaded Stuffed Shrimp, “Shrimp Shooters,” 4-2 lb

#### PRODUCT SPECIFICATIONS

<table>
<thead>
<tr>
<th>Product Code</th>
<th>GTIN</th>
<th>Units / Case</th>
<th>Units / Measure</th>
<th>Servings / Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>088120</td>
<td>12701514</td>
<td>4</td>
<td>2 LB</td>
<td>25</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand</th>
<th>Country of Origin</th>
<th>Kosher</th>
<th>Child Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shrimp Shack</td>
<td>USA</td>
<td>No</td>
<td></td>
</tr>
</tbody>
</table>

#### Nutrition Facts

<table>
<thead>
<tr>
<th>Serving Size</th>
<th>Serving Per Container</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### SHIPPING INFORMATION

<table>
<thead>
<tr>
<th>Length</th>
<th>Width</th>
<th>Height</th>
<th>Cube</th>
<th>Tilting</th>
<th>Shelf Life</th>
<th>Storage Temp From / To</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.875 in</td>
<td>10.75 in</td>
<td>6.25 in</td>
<td>0.462</td>
<td>12x7</td>
<td>750 Days</td>
<td>0° / 0°</td>
</tr>
</tbody>
</table>

#### INGREDIENTS

<table>
<thead>
<tr>
<th>Vitamin A</th>
<th>Vitamin C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Srv</td>
<td>Per Srv</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Calcium</th>
<th>Iron</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Fat</th>
<th>Saturated Fat</th>
<th>Trans Fat</th>
<th>Cholesterol</th>
<th>Sodium</th>
</tr>
</thead>
<tbody>
<tr>
<td>9g</td>
<td>4g</td>
<td>3g</td>
<td>300mg</td>
<td>140mg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Carbohydrate</th>
<th>Dietary Fiber</th>
<th>Sugars</th>
<th>Calories per serving</th>
</tr>
</thead>
<tbody>
<tr>
<td>30g</td>
<td>2g</td>
<td>2g</td>
<td>2200</td>
</tr>
</tbody>
</table>

### ALLERGENS (C = ‘Contains’ MC = ‘May Contain’ N = ‘None’):

-...

### HANDLING SUGGESTIONS

-...

### BENEFITS

-...

### PREP & COOKING SUGGESTIONS

-...

### SERVING SUGGESTIONS

-...

### MORE INFORMATION

-...
8.2 Value-Added Product - Complete Data Set

**Product Specifications**

<table>
<thead>
<tr>
<th>Man Prod Code</th>
<th>Dist Prod Code</th>
<th>GTIN</th>
<th>Units / Case</th>
<th>Units / Measure</th>
<th>Servings / Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>088120</td>
<td>12701514</td>
<td>10025753208814</td>
<td>4</td>
<td>2 LB</td>
<td>25</td>
</tr>
</tbody>
</table>

**Brand**

Shrimp Shack

**Brand Owner**

Shrimp Shack Foods

**GPC Description**

Shellfish

**Gross Weight**

9.2 LB

**Net Weight**

8 LB

**Country of Origin**

USA

**Kosher**

No

**Child Nutrition**

No

**Shipping Information**

<table>
<thead>
<tr>
<th>Length</th>
<th>Width</th>
<th>Height</th>
<th>Cube</th>
<th>TkH</th>
<th>Shelf Life</th>
<th>Storage Temp From/To</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.875 IN</td>
<td>10.75 IN</td>
<td>6.25 IN</td>
<td>0.462</td>
<td>12X7</td>
<td>730 Days</td>
<td>0° / 0°</td>
</tr>
</tbody>
</table>

**Ingredients**

- SHRIMP, BLEACHED WHEAT FLOUR, MONTEREY JACK CHEESE (MILK, SALT, CHEESE CULTURES, ENZYMES), CREAM, SODIUM PHOSPHATE, SALT, XANTHAN GUM, LOCUST BEAN, GUAR GUM, SODIUM ACID (ADDED AS A PRESERVATIVE), WATER, WHEAT FLOUR, MONTEREY JACK CHEESE SAUCE (WATER, MONTEREY JACK CHEESE [CULTURED MILK, SALT, ENZYMES], PARTIALLY HYDROGENATED SOYBEAN OIL, MODIFIED CORN STARCH, NONFAT DRY MILK, CONTAINS 2% OR LESS OF SALT, BUTTER (CREAM, SALT), SODIUM PHOSPHATE, CHEDDAR CHEESE [CULTURED MILK, SALT, ENZYMES], SODIUM CITRATE, YEAST EXTRACT, ACETIC ACID, MONOGLYCERIDES, NATURAL FLAVORS, BUTTER OIL, LACTIC ACID, MODIFIED STARCH, XANTHAN GUM, ANNAMID COUMID), CONTAINS 2% OR LESS OF SALT, YELLOW CORN FLOUR, MODIFIED CORN STARCH, SUGAR, YEAST, GELATINIZED WHEAT STARCH, GARLIC POWDER, LEAVENING (SODIUM BICARBONATE, SODIUM ALUMINUM PHOSPHATE), SUNFLOWER OIL, ONION POWDER, CARRAGEenan, YEAST EXTRACT, SODIUM TRIPOLYPHOSPHATE (TO RETAIN MOISTURE), SODIUM BISULFITE (AS A PRESERVATIVE) CONTAINS: SHRIMP, WHEAT, MILK.

**Allergens**

- **C = 'Contains'**
- **MC = 'May Contain'**
- **N = 'None'**

<table>
<thead>
<tr>
<th>Eggs-N</th>
<th>Milk-C</th>
<th>Peanuts-N</th>
<th>Soy-MC</th>
<th>Wheat-C</th>
<th>Tree Nuts-N</th>
<th>Fish-C</th>
<th>Crustacea-C</th>
<th>Nuts-N</th>
</tr>
</thead>
</table>

**Handling Suggestions**

Keep frozen until ready to use. Do not refreeze.

**Prep & Cooking Suggestions**

Deep fry at 350° F for 3 minutes. Allow to stand for 2 minutes prior to serving.

**Serving Suggestions**

Serve 4-6 pcs. (3.5-5.5 oz) as an appetizer with salsa, guacamole or sour cream. Combine with breaded cheese sticks or stuffed jalapenos for a profitable combo appetizer. An excellent addition to a seafood platter.

**Nutrition Facts**

- Serving Size: 140 G
- Servings Per Container: 25
- Amount Per Serving:
  - Calories: 260
  - Calories from Fat: 80%
  - % Daily Value:
    - Total Fat: 9 g (14%)
    - Saturated Fat: 5 g (25%)
    - Trans Fat: 0 g
    - Cholesterol: 65 mg (26%)
    - Sodium: 1190 mg (50%)
    - Total Carbohydrate: 30 g (15%)
    - Dietary Fiber: 1 g (4%)
    - Sugars: 2 g
    - Protein: 13 g

**Vitamin A**

- Per % RDA: 6%

**Vitamin C**

- Per % RDA: 0%

**Calcium**

- Per % RDA: 5%

**Iron**

- Per % RDA: 6%
8.3 COMMODITY PRODUCT - INCOMPLETE DATA SET

Canned Tomato Sauce, 6 lb 7 oz

PRODUCT SPECIFICATIONS

<table>
<thead>
<tr>
<th>Man Prod Code</th>
<th>Diet Prod Code</th>
<th>GTIN</th>
<th>Units / Case</th>
<th>Units / Measure</th>
<th>Servings / Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>065702</td>
<td>98765234</td>
<td>10025753846257</td>
<td>6</td>
<td>6 / 810 Can</td>
<td>306</td>
</tr>
</tbody>
</table>

Brand: Red City Tomato Sauce
Brand Owner: Red City
GPC Description: Sauces-Cooking (Shelf Stable)

Gross Weight: 43.5 lb
Net Weight: 42 lb
Country of Origin: USA
Kosher: Yes
Child Nutrition: 

SHIPPING INFORMATION

<table>
<thead>
<tr>
<th>Length</th>
<th>Width</th>
<th>Height</th>
<th>Cube</th>
<th>Tilt HI</th>
<th>Shelf Life</th>
<th>Storage Temp From / To</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.25 IN</td>
<td>12.25 IN</td>
<td>7.5 IN</td>
<td>1.00</td>
<td>7x7</td>
<td>720 DAYS</td>
<td>50°F / 85°F</td>
</tr>
</tbody>
</table>

INGREDIENTS

NUTRITION FACTS

<table>
<thead>
<tr>
<th>Serving Size:</th>
<th>Servings Per Container:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Per Serving</td>
<td>Calories from Fat:</td>
</tr>
<tr>
<td>Calories:</td>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Fat:</td>
<td>Saturated Fat:</td>
</tr>
<tr>
<td>Trans Fat:</td>
<td>Cholesterol:</td>
</tr>
<tr>
<td>Sodium:</td>
<td>Dietary Fiber:</td>
</tr>
<tr>
<td>Total Carbohydrate:</td>
<td>Sugar:</td>
</tr>
<tr>
<td>Protein:</td>
<td>Calories per gram:</td>
</tr>
<tr>
<td>Vitamin A:</td>
<td>Carbohydrate:</td>
</tr>
<tr>
<td>Vitamin C:</td>
<td>Protein:</td>
</tr>
</tbody>
</table>

Logistics:

ALLERGENS (C = 'Contains' MC = 'May Contain' N = 'None'):

<table>
<thead>
<tr>
<th>Benefits</th>
</tr>
</thead>
</table>

HANDLING SUGGESTIONS

SERVING SUGGESTIONS

PREP & COOKING SUGGESTIONS

MORE INFORMATION

© 2015 GS1 US ALL RIGHTS RESERVED

PAGE 15 OF 21
8.4 COMMODITY PRODUCT - COMPLETE DATA SET

Canned Tomato Sauce, 6 lb 7 oz
A thick, rich, full-flavored tomato sauce. It has a naturally sweet, fresh, tomato flavor. It is never artificially acidified.

**PRODUCT SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Ham Prod Code</th>
<th>Dist Prod Code</th>
<th>GTIN</th>
<th>Units / Case</th>
<th>Units / Measure</th>
<th>Servings / Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>065702</td>
<td>98765234</td>
<td>10025753846257</td>
<td>6</td>
<td>6 / #10 Can</td>
<td>306</td>
</tr>
</tbody>
</table>

**Brand**
Red City Tomato Sauce

**Gross Weight**
43.5 LB

**Shipping Information**

<table>
<thead>
<tr>
<th>Length</th>
<th>Width</th>
<th>Height</th>
<th>Cube</th>
<th>Shelf Life</th>
<th>Storage Temp From / To</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.25 IN</td>
<td>12.25 IN</td>
<td>7.5 IN</td>
<td>1.00</td>
<td>720 Days</td>
<td>50° / 85°</td>
</tr>
</tbody>
</table>

**INGREDIENTS**
Tomato Concentrate Made from Red Ripe Tomatoes, Salt, Citric Acid, Red Bell Pepper Powder, Dextrose, Natural Flavoring, Spice.

**Allergens** (C = ‘Contains’ MC = ‘May Contain’ N = ‘None’):
- Eggs - N
- Milk - C
- Peanuts - N
- Soy - N
- Wheat - C
- Tree Nuts - N

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories: 84</th>
<th>Calories from Fat: 0</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Daily Value*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Fat</td>
<td>1.0 g</td>
</tr>
<tr>
<td></td>
<td>Saturated Fat</td>
<td>0.0 g</td>
</tr>
<tr>
<td></td>
<td>Trans Fat</td>
<td>0.0 g</td>
</tr>
<tr>
<td></td>
<td>Cholesterol</td>
<td>0.0 g</td>
</tr>
<tr>
<td></td>
<td>Sodium</td>
<td>830 mg</td>
</tr>
<tr>
<td></td>
<td>Total Carbohydrate</td>
<td>3.0 g</td>
</tr>
<tr>
<td></td>
<td>Dietary Fiber</td>
<td>0.1 g</td>
</tr>
<tr>
<td></td>
<td>Sugar</td>
<td>3.0 g</td>
</tr>
<tr>
<td></td>
<td>Protein</td>
<td>1.0 g</td>
</tr>
<tr>
<td></td>
<td>Calcium</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Iron</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

**Handling Suggestions**
Ready to use. Refrigerate after opening.

**Prep & Cooking Suggestions**
Heat 1-2 cups over stove top or microwave for 1-2 minutes. Allow to stand for 2 minutes prior to serving.

**Serving Suggestions**
Heat and serve with Red City Diced Tomatoes over your favorite pasta dish. Visit www.redcity.com for additional recipes.

**Benefits**
Quick and easy to prepare. Serves as an excellent topping to your favorite foods.

**Prep & Cooking Suggestions**

**More Information**

www.redcity.com
888.555.1212
9 APPENDIX B: RESPONDENT DEMOGRAPHICS

9.1 OPERATORS

9.1.1 TYPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>8.3</td>
</tr>
<tr>
<td>Healthcare</td>
<td>30.6</td>
</tr>
<tr>
<td>Quick Service Restaurant</td>
<td>2.8</td>
</tr>
<tr>
<td>Full Service Restaurant</td>
<td>5.6</td>
</tr>
<tr>
<td>Education (K-12)</td>
<td>8.3</td>
</tr>
<tr>
<td>College / University</td>
<td>30.6</td>
</tr>
<tr>
<td>Business / Industry On-site Cafeteria</td>
<td>11.1</td>
</tr>
<tr>
<td>Recreation</td>
<td>2.8</td>
</tr>
</tbody>
</table>

9.1.2 SCOPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>2.7</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>5.4</td>
</tr>
<tr>
<td>Independent single location</td>
<td>18.9</td>
</tr>
<tr>
<td>Regional chain</td>
<td>8.1</td>
</tr>
<tr>
<td>National chain</td>
<td>64.9</td>
</tr>
</tbody>
</table>

9.1.3 RESPONDENT ROLE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chain HQ senior management</td>
<td>7.7</td>
</tr>
<tr>
<td>Chain HQ operations / supply chain</td>
<td>5.1</td>
</tr>
<tr>
<td>Chain HQ menu development</td>
<td>10.3</td>
</tr>
<tr>
<td>Chain HQ purchasing</td>
<td>20.5</td>
</tr>
<tr>
<td>Regional (multi-unit) manager</td>
<td>7.7</td>
</tr>
<tr>
<td>General manager</td>
<td>23.1</td>
</tr>
<tr>
<td>Procurement manager</td>
<td>25.6</td>
</tr>
</tbody>
</table>
9.1.4 Respondent Annual Sales Volume

- $10 Million Plus: 17.9%
- $9.99 - 7.5 Million: 15.4%
- $7.49 - 5 Million: 5.1%
- $4.99 - 2.5 Million: 5.1%
- $2.49 - 1 Million: 56.4%
- Less than $1 Million

9.2 Distributors

9.2.1 Type

- Segment Specialist: 2
- National Account Specialist: 5
- Redistributor: 9
- Product Specialist: 1.4
- Broadline Distributor: 97.1

9.2.2 Scope

- Local Single Branch Distributor: 19.9
- Multi Branch Distributor: 74.7
- National Distributor: 5.4
9.2.3 RESPONDENT ROLE

- General Management: 2.0%
- Purchasing / Merchandising: 0.5%
- Operations: 0.2%
- Sales Manager: 14.4%
- Sales Rep / Marketing Assoc: 82.9%

9.2.4 RESPONDENT ANNUAL SALES VOLUME

- $10 Million Plus: 9.4%
- $9.99 - 7.5 Million: 11.5%
- $7.49 - 5 Million: 12.8%
- $4.99 - 2.5 Million: 4.1%
- $2.49 - 1 Million: 19.0%
- Less than $1 Million: 31.3%

9.3 TOTAL PARTICIPANTS

- Operator: 72
- Distributor: 741

(n=813)
The Value of Extended Product Information

Proprietary Statement
This document contains proprietary information of GS1 US. Such proprietary information may not be changed for use with any other parties for any other purpose without the expressed written permission of GS1 US.

Improvements
Improvement and changes are periodically made to publications by GS1 US. All material is subject to change without notice. Please refer to GS1 US website for the most current publication available.

Disclaimer:
Except as may be otherwise indicated in specific documents within this publication, you are authorized to view documents within this publication, subject to the following:

1. You agree to retain all copyright and other proprietary notices on every copy you make.

2. Some documents may contain other proprietary notices and copyright information relating to that document. You agree that GS1 US has not conferred by implication, estoppels or otherwise any license or right under any patent, trademark or copyright (except as expressly provided above) of GS1 US or of any third party.

This publication is provided "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Any GS1 US publication may include technical inaccuracies or typographical errors. GS1 US assumes no responsibility for and disclaims all liability for any errors or omissions in this publication or in other documents which are referred to within or linked to this publication. Some jurisdictions do not allow the exclusion of implied warranties, so the above exclusion may not apply to you.

Several products and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies. GS1 US does not, by promulgating this document on behalf of the parties involved in the creation of this document, represent that any methods, products, and/or systems discussed or recommended in the document do not violate the intellectual property rights of any third party. GS1 US has not performed a search to determine what intellectual property may be infringed by an implementation of any strategies or suggestions included in this document. GS1 US hereby disclaims any liability for any party's infringement of intellectual property rights that arise as a result of any implementation of strategies or suggestions included in this document.

This publication may be distributed internationally and may contain references to GS1 US products, programs and services that have not been announced in your country. These references do not imply that GS1 US intends to announce such products, programs or services in your country.

No Liability for Consequential Damage
In no event shall GS1 US or anyone else involved in the creation, production, or delivery of the accompanying documentation be liable for any damages whatsoever (including, without limitation, damages for loss of business profits, business interruption, loss of business information, or other loss) arising out of the use of or the results of use of or inability to use such documentation, even if GS1 US has been advised of the possibility of such damages.

IAPMO
In this publication, the letters "U.P.C." are used solely as an abbreviation for the “Universal Product Code” which is a product identification system. They do not refer to the UPC, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials (IAPMO) to certify compliance with a Uniform Plumbing Code as authorized by IAPMO.