



## Product Information Program Launch

### Supplier Action: Publish your GDSN product information to Disney Parks Technology GLN: 1200144008842

Dear Vendor,

This communication is to inform our vendor community about the product information program launch for the item data enrichment process.

Disney has joined the Global Data Synchronization Network (GDSN) to receive product information from our vendors in a secure, electronic, and real-time manner. The product information includes core supply chain data, marketing, nutritional and ingredient information, and product images for all new products introduced to Disney and any existing product within the Disney catalog.

GS1 and GDSN are industry standards that several food service industry members of all sizes use for efficient distribution, increasing sales, and enhanced inventory visibility and traceability processes. Given the proven benefits and efficiency, Disney has adopted these industry standards.

Our GDSN partner, 1WorldSync will enable us to ingest the product information received from our vendors via the GDSN. 1WorldSync has worked with several industry members including food service distributors, operators, manufacturers, and brand owners for their product information management needs.

We are asking **all** vendors to begin utilizing GDSN as the method to send product information to Disney. Here are your next steps:

1. **Vendors that are already subscribed to a GDSN-certified data pool** such as 1WorldSync, must start publishing their item data to the Disney GLN **1200144008842**.
  - Visit the [Disney GDSN webpage](#) to complete the **Sync Up with Disney** Form
    - Also review the **Disney Implementation Guide and Attribute Guide**.
  - Disney will confirm via email once the subscription is created and are ready to receive your item data.
2. **Vendors currently not subscribed to a GDSN-certified data pool**, must start the process of joining a GDSN data pool service provider immediately. Contact 1WorldSync to learn more about GDSN services.
  - Contact 1WorldSync at 866.280.4013 / [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)



## Experiences

Resources for your reference:

- Disney GDSN program webpage - <https://1worldsync.com/trading-partners/disney-experience/>.
    - [GDSN Implementation Guide](#) for a step-by-step item data publication process
    - [Attribute Guide](#) to see which data fields are required by Disney.
  - **Frequently Asked Questions – see below.**
    - Some most frequent questions about GDSN, Data Pool, and Disney’s GDSN participation
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- ***What is the Global Data Synchronization Network (GDSN)?***

The GDSN is an automated, standards-based global environment that enables secure and continuous data synchronization. This allows all trading partners to have consistent item data in their systems at the same time, ensuring that all parties in the supply chain are working with the same data. The GDSN helps to save time and money for all organizations by eliminating steps to correct inaccurate data.

- ***What are the benefits of synchronizing data through the GDSN?***

Data synchronization provides an automated method to synchronize product information, according to global industry standards, by utilizing the same format for all trade items and parties to improve accuracy. Using the GDSN can:

- [Ensure Traceability](#) – enhance product clarity for all parties.
- [Improve Visibility](#) – the foundation for traceability, enables faster response to recalls.
- [Increase Supply Chain Efficiency](#) – accurate purchase orders, and faster product introduction.

- ***What is Disney’s GLN?***

Disney’s GLN is **1200144008842**.

- ***Will existing items be synchronized?***

Yes. All items currently sold to Disney for Walt Disney World, Disneyland Resort and Aulani, a Disney Resort & Spa, should be synchronized.

Disney strongly encourages suppliers and brand owners to send us all the items that you would like us to have visibility to. This will help our culinary team as they are looking into creating new recipes.

- ***Is there a cost associated with subscribing to a GDSN data pool? If yes, then how much is it?***



## Experiences

Yes. There is an annual fee associated with subscribing to a GDSN data pool. Each data pool service provider has their fee method/structure. Please work directly with data pools to understand the cost associated with your participation.

- ***Do Disney Suppliers have to use the same data pool provider as Disney?***

No. Disney has partnered with 1WorldSync for our data pool needs, but suppliers can choose any certified data pool that best fits their needs. Please visit [www.gs1.org](http://www.gs1.org) for a listing of certified data pools.

- ***What data should be provided through GDSN to Disney?***

1. All attributes required by GDSN, and Disney are listed in the Disney Attribute Guide available on our GDSN webpage (supported by 1WorldSync) - <https://1worldsync.com/trading-partners/disney-experience/>
2. Disney is asking suppliers to provide attributes supporting supply chain and logistics and health and wellness information.

- ***What if Disney Suppliers are using Nutritics to create and maintain ingredient, nutrition, and allergy product information? Will they need to do both?***

No, GDSN Item Management Solution will replace this solution. Once all your items and their respective ingredient, nutrition, and allergy information have been Synchronized with Disney via 1WorldSync, you can terminate your use of Nutritics immediately after that, as 1WorldSync will now act as Disney's central repository for this data.

- ***If I have questions and need help, who should I contact?***

Here are some resources you can use for help:

To learn about the GDSN data pool or join a data pool, contact 1WorldSync at [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or 866.280.4013.

1WorldSync current subscribers needing support with synchronizing product information via Item Management can contact [technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com) or 866.280.4013.

1WorldSync Community <https://community.1worldsync.com/> – Platform for education, post questions, interactive support, peer-to-peer collaboration, and technology updates.

If you have any questions for the Disney team, send an email to

[WDPR.DL-DataSynchronization@disney.com](mailto:WDPR.DL-DataSynchronization@disney.com)