



# Product Content Program

Improve your data and save time

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# Presenters



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# Product Content Program

## Consistent content across Buy, Make and Sell systems.

- Streamline product content ingestion within Aramark systems
- Improve the accuracy of product information across Aramark's systems, viewed by thousands of Aramark users
- Less manual outreach from various Aramark teams
- Enable ease of your products for Aramark users
- Elevate your product by providing expanded attribution



# Program Goal

**Our goal is to synchronize product information from our top 200+ vendors**

1

Synchronize product information from our top vendors

2

Enable the launch of an e-commerce platform for the refreshment category

3

Be prepared for future initiatives tied to identifying new items, setting up new items, enrich product listing in our buy and sell systems

# Industry Standard

## Global Data Synchronization Network (GDSN)

- Increased efficiencies:
  - Correct pack size quantities
  - Less manual work
  - Continuous updates for accuracy
  - One-to-many distribution model



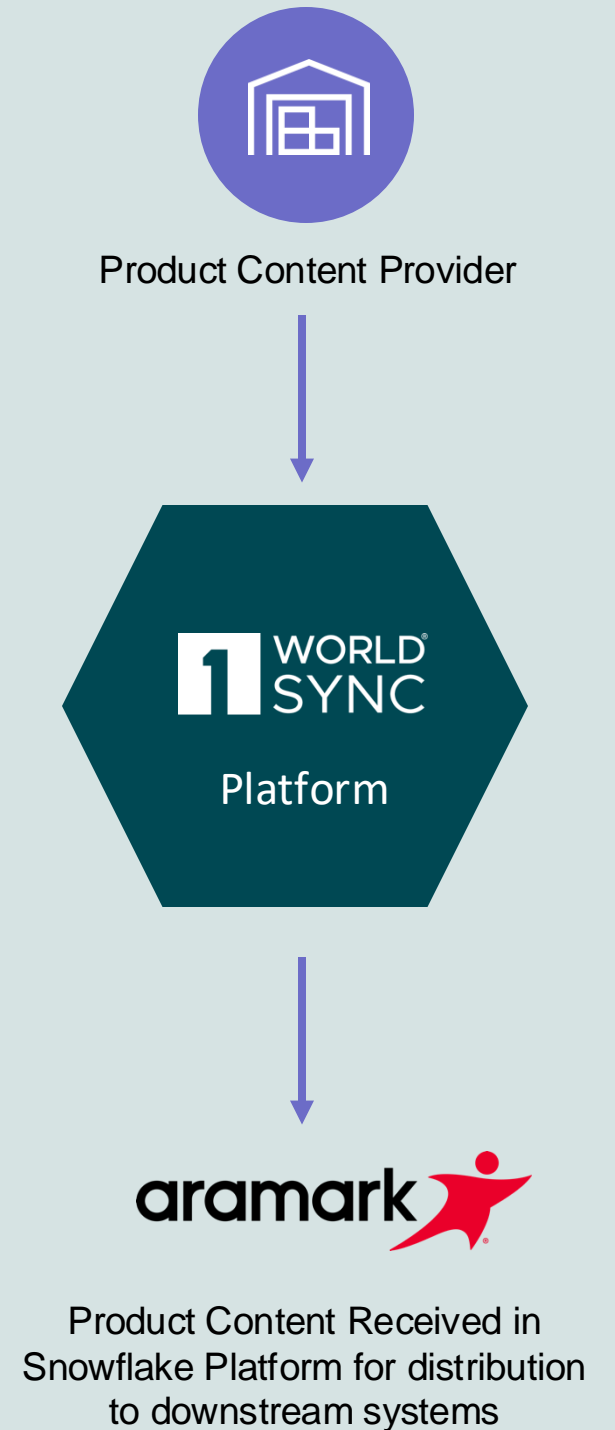
# Partnership with 1WorldSync

## Goals of this partnership

1. Access industry-certified data
2. Enrich master data in Aramark systems with GS1-specific attributes
3. Streamlined vendor integration

## 1WorldSync's Role

1. Capture and deliver brand-supplied and verified product information to Aramark
2. Facilitate and support supplier engagement for onboarding vendors
  - Communication and education to vendors
  - Provide data capture, and publication services to vendors if needed



# How is your data effective?

## Where your data goes within Aramark

### 1. Refreshments Services Team

- Launching a new e-commerce platform for seamless shopping for our customers. Our vendor products are meticulously labeled and showcased according to your specifications.

### 2. Student Nutrition & Healthcare Team

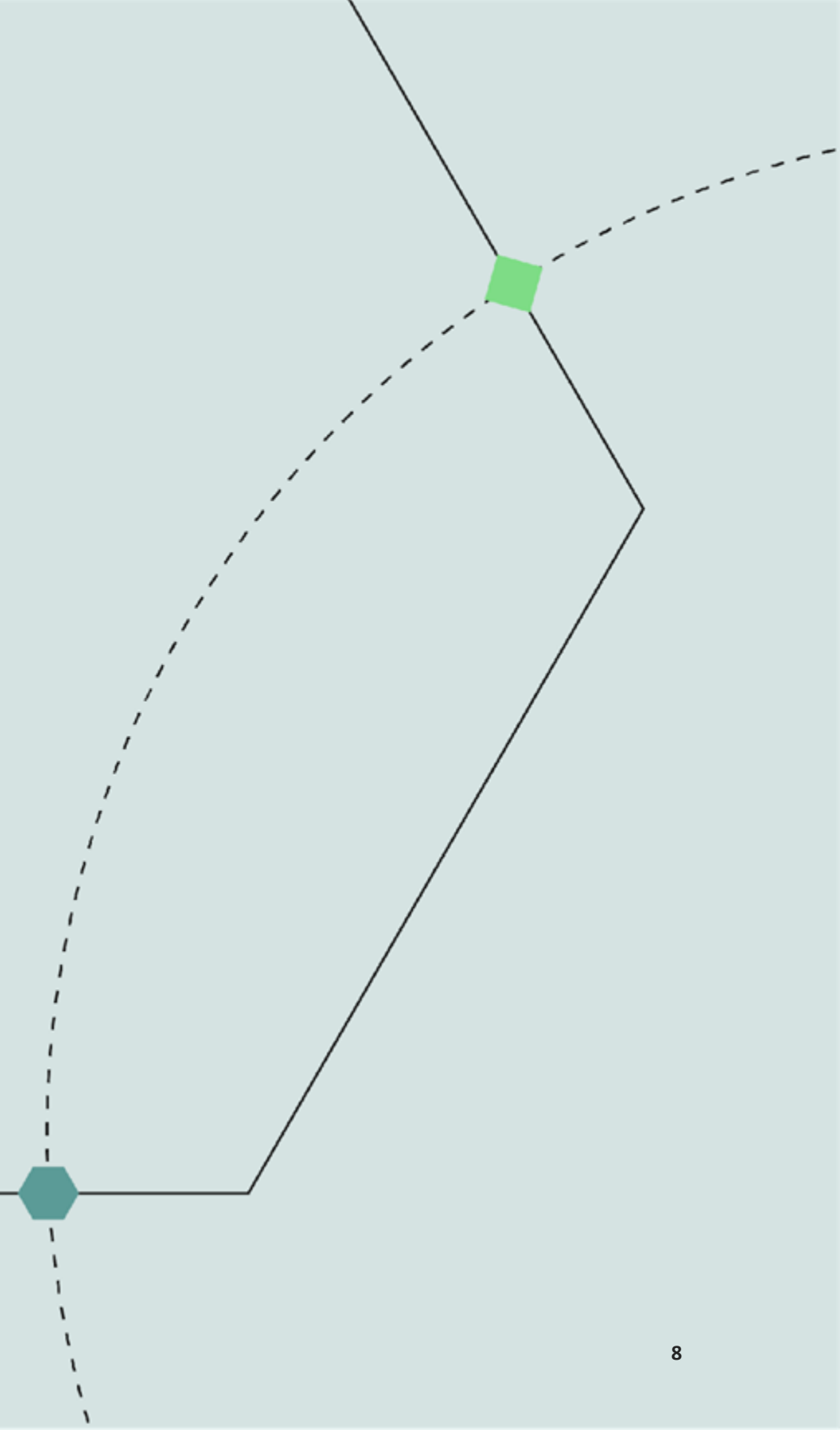
- Ensuring accurate identification of food allergens and ingredients for informed choices.

### 3. Prima Web Software Team

- Maintain precise GTINs to align product data within our procurement systems, enhancing inventory control and accuracy.



# How to get started?





# Steps to publish to Aramark

## 1. Visit Aramark Resource Page -

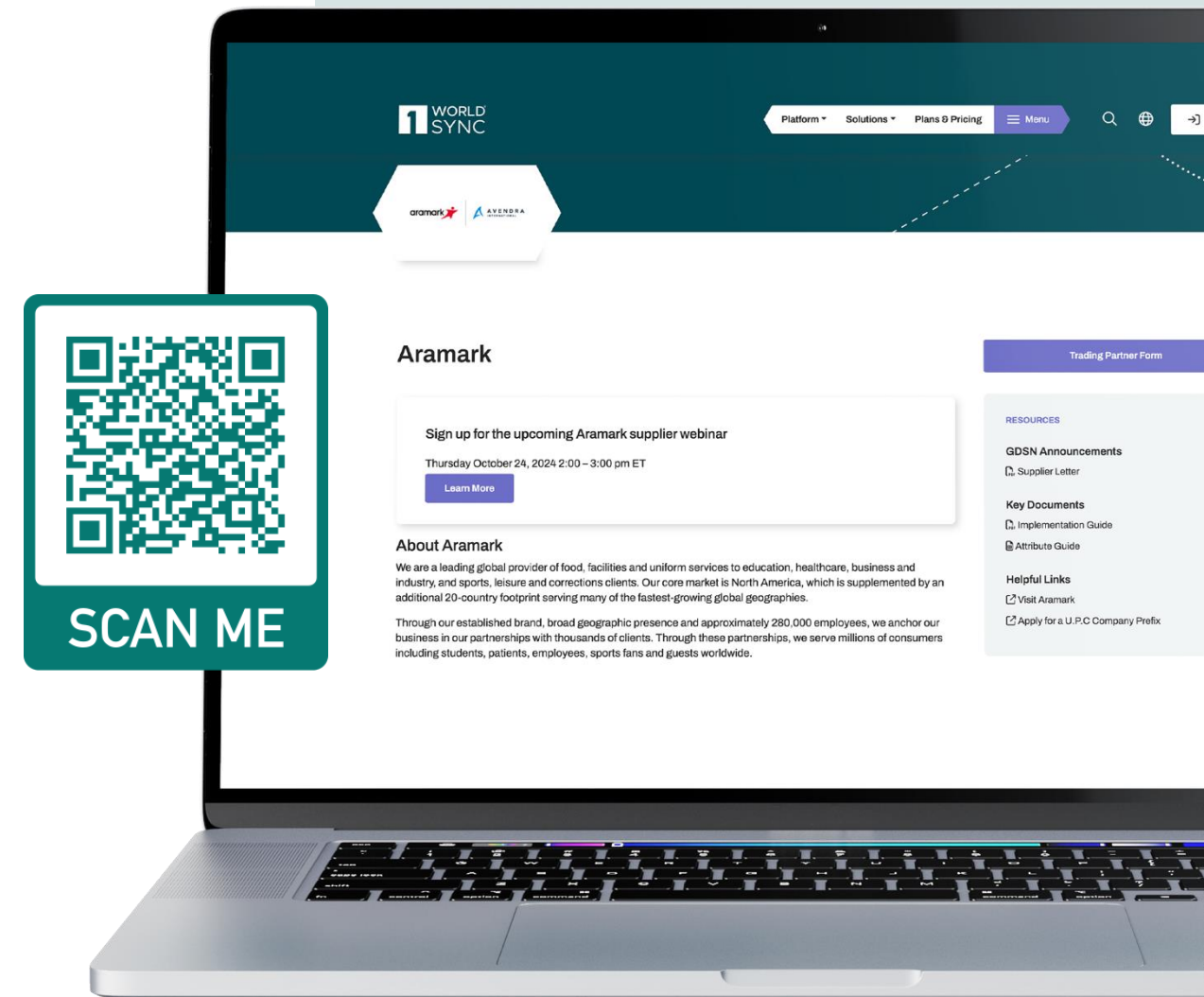
<https://1worldsync.com/trading-partners/aramark/>

- Complete the Trading Partner Form by October 25<sup>th</sup> to confirm your participation
- Review Aramark Implementation Guide and Attribute guide

## 2. Publish your product data to Aramark GLN: 0861074000200

1. Publish your full non-exclusive catalog to Aramark
2. Include Product images

### Aramark Trading Partner Form



# Publication Tools!

- **Content Readiness** – access requested GTINs ready to be updated and published to Aramark
- **Aramark Playlist** – required to be used for successful content sharing
- Item data load aids
  - Spreadsheet
  - Direct data entry in the interface
  - Writing assistant (AI)



# Need Help?

## Aramark Trading Partner Data Sync Resource Page

<https://1worldsync.com/trading-partners/aramark/>

### Aramark Team

[datasync@aramark.com](mailto:datasync@aramark.com)

### 1WorldSync

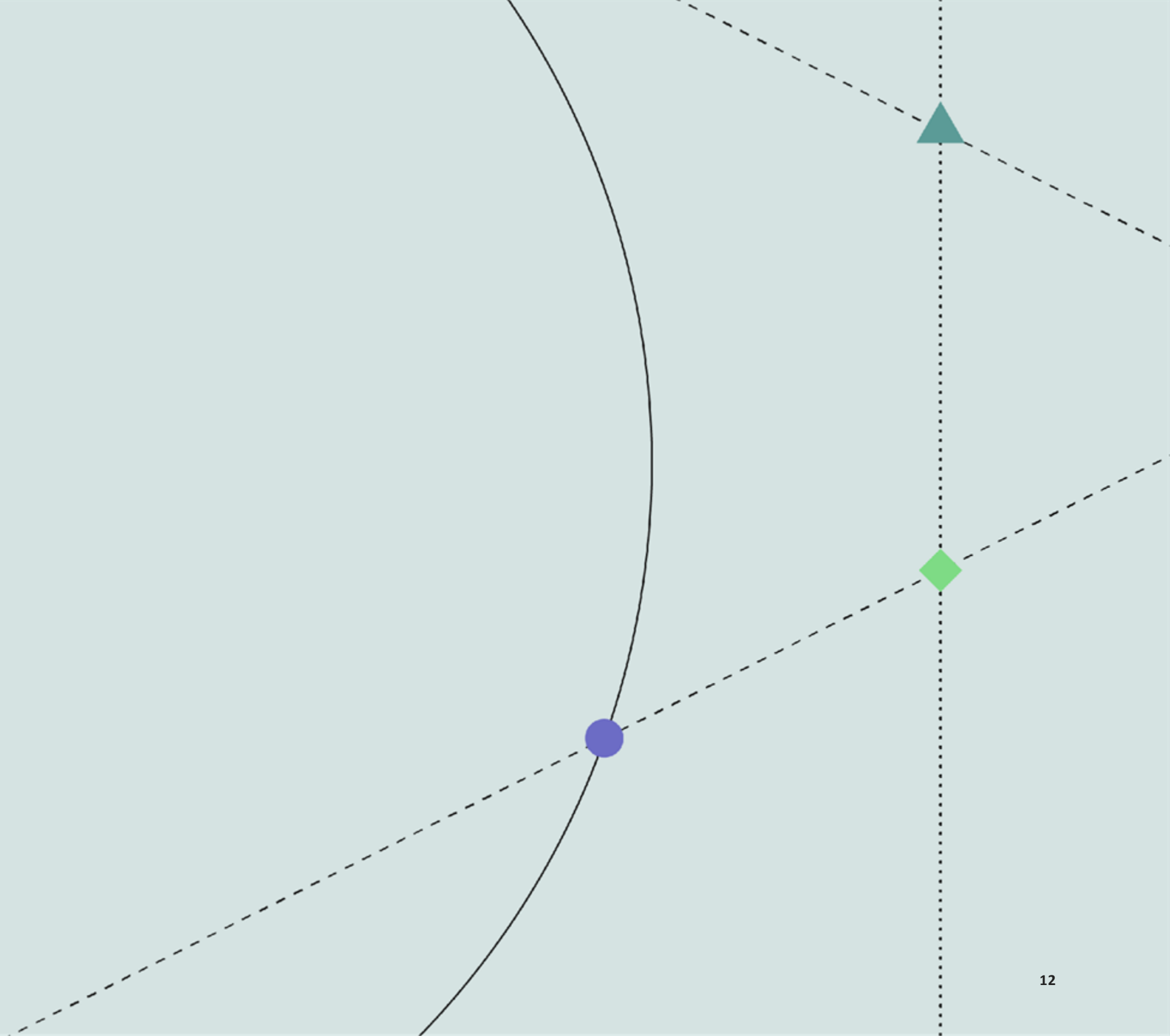
+1 866-280-4013 Within the U.S. (Follow the prompts)

[technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com) (Technical Support)

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# Q&A





Thank You