



Data Synchronization Initiative with Labatt Food Service

We Believe Having a Choice Matters

Labatt Food Service, headquartered in San Antonio, Texas is the tenth largest foodservice distributor in the nation, serving food-away-from-home customers in five states. The company is a third-generation company whose antecedents date to 1910. Since the early 1980s Labatt has grown from 20 employees with \$8 million in sales to over 1900 employees with over \$1.8 billion in sales.

Our mission is to reduce the cost of distribution and grow our customer's business by being "Home of the Best" in three dimensions—best in people; the best national brand product; and the best innovative services.

Labatt is partnering with **1WorldSync** to begin leveraging their leading-edge industry solution, which thousands of CPG/Grocery industry members have trusted for decades to access accurate, consistent, and timely product content.

We are excited and want to connect with your GLN (Global Location Number) to start receiving your product content and images via the GDSN (Global Data Synchronization Network).

- To begin, request a subscription for your GLN, by filling out the trading partner form on our landing page located at <https://1worldsync.com/trading-partners/labatt-food-service/>
- **The Labatt Foodservice GLN# is 0860011209102** - publish your item data as "Initial Load" by **September 30, 2025**.

Why is sending product content to Labatt Foodservice important for brand owners?

1. **Flexibility and Adaptability:** Brands can now seamlessly add new attributes beyond the current schema and data model. This flexibility enables quicker data model enhancements, faster collection of new content types, and more swiftly driving future improvements
2. **Time and Cost Efficiency:** By eliminating the need for extensive engineering efforts to modify attribute structures/schema, brands save on time, allowing them to allocate resources more efficiently.
3. **Seamless Integration:** The standardized format of the new channel ensures easy and smooth data transfer, simplifying the integration process for brands and reducing potential technical hiccups.

If you need additional assistance with publishing, you can also reach out to 1WorldSync at businessdevelopment@1worldsync.com or directly to Rebecca Lacy at Labatt Food Service at rlacy@labattfood.com. We look forward to connecting with you!

Sincerely,
The Labatt Foodservice Team