



Data Synchronization Implementation Guide



Shamrock Foods

DELIVERING SATISFACTION®

Shamrock Foods **Data Synchronization Implementation Guide**

Version 11



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REVISION HISTORY

Date	Ver #	Description of Change	Author
05/03/2011	1	Initial document	C. Miklusak
1/24/2013	2	Updated document regarding Foodservice Ph 2 attributes and CIC's	C. Miklusak
10/4/2013	2	Updated links to Ph 1 and Ph 2 attributes On GS1 US Website and to Shamrock Foods landing page on 1WorldSync Solution Center	C. Miklusak
8/21/2014	3	Updated Attribute Requirement Sections	P.Patel/N. Chambless
8/21/2014	3	Updated Shamrock data sync contact section	P.Patel/N/Chambless
11/12/2014	4	Updated steps to sync	P.Patel
4/28/2015	5	Updated steps to sync (attribute requirement)	P.Patel
6/10/2015	6	Removed not looking for new items to be published	B. Curran
2/22/2016	7	Update response messages	T. Ramirez
8/23/2016	8	Updated Steps to Sync, Attribute and Image Requirements, Marketing Message Guidelines, CIC Response Message	J. Cahall
9/26/2016	9	Updated Image Guidelines and Requirements to include the link to the GD1 image guide	P.Patel
10/13/2017	10	Added a section for GS1 US Data Quality Program	J. Cahall
4/6/2017	11	Updated Image File Types and Format under Section III Attribute Requirements	J. Cahall



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I. SHAMROCK FOODS DATA SYNCHRONIZATION INFORMATION

- **Primary Data Synchronization Contact**
 - Suppliers can send their questions regarding global data synchronization to datacompliance@shamrockfoods.com

- **Shamrock Foods GLN - Publish To**

GLN 0028300000018



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II. SYNCING YOUR DATA WITH SHAMROCK FOODS

1. Make sure all Manufacture Brands and Exclusive Branded items you pack for us are 100% barcode compliant.
2. Join a GDSN data pool such as 1WorldSync
 - You can contact 1WorldSync at 866.280.4013 or businessdevelopment@1worldsync.com to get more information
3. Load your **complete and accurate item data** (review attribute and image guideline sections) into your GDSN certified data pool and ensure it is ready for publication in production.
4. Complete the Shamrock Foods Trading Partner Form (TPF) available at: <http://www.1worldsync.com/customer-page/shamrock-foods/>
5. After receiving the TPF, Shamrock Foods will prepare an Item List Report and send it back to the primary contact provided in the TPF. Shamrock Foods will then set up a subscription for your Information Provider GLN.
6. Review Item List Report and ensure Shamrock Foods has the correct information. Revisions can be made direct to this report, however should be highlighted to identify revisions. Return Item List Report to Shamrock Foods at datadcompliance@shamrockfoods.com.
 - Provide Shamrock any missing GTINs for items listed in your details report
 - Confirm GTINs listed in your details report are correct for the item description and pack size
 - Notify Shamrock of any items that have been discontinued
 - Notify Shamrock of any items that you are not the brand owner of
 - Notify Shamrock of any brand label, MFG or UPC revisions
 - Identify any items that are truly proprietary and who the customer is
6. Publish your full product catalog as "Initial Load"
 - **Shamrock Foods GLN = 002830000018**
7. Suppliers MUST maintain their items using GDSN data synchronization.



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III. ATTRIBUTE REQUIREMENTS – SHAMROCK REQUIRES:

1. Shamrock requires the following attributes for successful synchronization:
 - GDSN mandatory attributes
 - All Foodservice attributes
 - Warehouse & Core product Data
 - Case dimensions
 - Net/Gross weights*
 - Ti/Hi *
 - Total Shelf Life
 - Additional Trade ID
 - Additional Trade Item Description
 - Brand Label
 - Trade Item Date on Packaging/Packaging Type Code
 - Pack Size
 - Catch Weight (Yes/No)
 - Nutritional Information
 - Ingredients
 - Allergens
 - Nutrition facts
 - Marketing Descriptions
 - Benefits / Marketing Message (See Marketing Message Guidelines section)
 - Storage & Usage
 - Preparation Instructions
 - Image File Types and Format
 - JPEG Format is preferred
 - Product_Image
 - Product_Label_Image
 - Out_of_Package_Image
 - Images (GS1 compliant) – **Please refer to our Image Guidelines and Requirements section**
 - Plated / Styled
 - Out of the Box / Raw Form
 - Prepared or Used
 - Inner Pack
 - Open Case, showing Inner Packs
 - Closed Case, showing Labels and Item Codes



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IV. IMAGE GUIDELINES AND REQUIREMENTS

1. Shamrock follows GS1 Standard Image Guidelines for Processing (Click the link for the GS1 Foodservice Product Images Application Guide) http://www.1worldsync.com/wp-content/uploads/GS1_Image_Style_Guide-1.pdf. Shamrock utilizes the 19th character of the standard naming convention for prioritization of your images to our customers. Only the top four images will be displayed in our Order Guides. The additional images received are for reference and GS1 scorecard audit purposes

2. File Name Construction Guidelines

- First 14 Characters – Product – specific GTIN
- 15th Character – Underscore Spacer (_)
- 16th Character – File Nature/Type Indicator - Alpha/Numeric Designation (Shamrock prefers high resolution images)
 - A - Still shot product single GTIN
 - B - Still shot product single GTIN with supporting elements in image
 - C - Still shot product single GTIN (High Resolution)
 - D - Still shot product single GTIN with supporting elements in image (High Resolution)
 - Z - Undetermined
- 17th Character – Facing Character – Numeric Designation (Shamrock requires label and item code side(s) only)
 - 1 - Front
 - 2 - Left
 - 3 - Top
 - 7 - Back
 - 8 - Right
 - 9 - Bottom
- 18th Character – Angle Identifier – Alphanumeric Designation
 - C - Center
 - L - Left
 - R - Right
- 19th Character – In/Out of Packaging Identifier - Alphanumeric Designation
 - If the 16th Character is A or C:
 - 1 - In packaging

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- 0 - Out of packaging (i.e., the product as it first arrives "out of packaging" -- not how it appears after it has been processed or prepared)

- A - Case – A shot of the product in its case as it would appear to the operator upon delivery.
- B - Inner pack – A shot of the product as it would appear inside its packaging inside the case.
- C - Raw/Uncooked – A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible.
- D -Prepared - A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled).

- If the 16th Character is B or D:
 - 1 - In packaging
 - 0 - Out of packaging (i.e., the product as it first arrives "out of packaging" -- not how it appears after it has been processed or prepared)
 - A - Case – A shot of the product in its case as it would appear to the operator upon delivery.
 - B - Inner pack – A shot of the product as it would appear inside its packaging inside the case.
 - C - Raw/Uncooked – A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible.
 - D - Prepared - A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled).
 - E - Plated - Prepared food arranged simply on a serving plate, dish or bowl for better visibility. May include an additional step, such as garnishing, icing, seasoning or other enhancement.

 - F - Styled - Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an



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entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at different angles.

- G - Staged - A shot of a product that has been arranged for display in such a way as to provide clear visibility. The product may be propped up if necessary for optimum viewing, but it should not be held or used in any way by a person.
- H - Held - A shot of a product that has been held out for display by one hand or a pair of hands. When relevant, proper grip should be demonstrated. Apart from the hands and forearms, no part of the person holding the item should be visible.
- I - Worn - A shot of a product, such as a protective item or article of clothing, which is worn by a person. The complete product should be visible inside the frame, but the individual wearing it should be cropped out as much as possible.
- J - Used - A shot of a product as it is meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose.
- K - Family - A shot of a number of related products (e.g., matched sets, place settings) arranged together in a single picture.
- L - Open Case - A shot of a case, flaps open, which shows how the product(s) would look when an operator receives the product and opens the case.

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3. Image and File Name Samples

Plated or Styled or Worn Image

Sample File Name: 01234567890123_D1CF



Out of Packaging

Sample File Name: 01234567890123_C1C0 or 01234567890123_C1CC



Prepared or Used

Sample File Name: 01234567890123_C1CD



Inner pack

Sample File Name: 12345678910113_C1CB



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Open Case

Sample File Name: 12345678910113_C1CL



Closed Case - Side

Sample File Name: 12345678910113_C8LC



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Closed Case - Top

Sample File Name: 12345678910113_C3CA





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V. MARKETING MESSAGE GUIDELINES

- This is where the supplier puts their message to our customers on why our product stands out

Example #1:

Open the curtains to the art of big city taste, smooth and decadent cheesecake made with premium cream cheese with a generous AA all butter graham cracker crust. It doesn't get any better – or more in demand – than this versatile classic. Always a hit served alone or with signature toppings. Make it your own!

Example #2:

Wonderfully moist chocolate cake filled with a creamy, Callebaut semisweet chocolate ganache, AA butter. A tried and true favorite! Serve warm for maximum flavor. Try offering with a scoop of vanilla ice cream or fresh whipping



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VI. **SHAMROCK FOODS CIC RESPONSE MESSAGES**

1. "Review" – Shamrock has found a GTIN match in their Enterprise Data system, however has not synchronized your item for any of the reasons listed below. The CIC message will include Status Details information explaining the issue for that GTIN. If the data provider believes information published was correct, please [contact datacompliance@shamrockfoods.com](mailto:datacompliance@shamrockfoods.com)
 - If depth, width, and height are not within Shamrock Foods tolerance percentage
 - If the net weight is not within Shamrock Foods tolerance percentage
 - If net weight is not populated
 - If gross weight is not within Shamrock Foods tolerance percentage
 - If gross weight is not populated
 - If pallet Ti/Hi is not populated on either the pallet or case level GTINs
2. "Synchronized" – Shamrock has found a GTIN match in their Enterprise Data system. The item passed all Shamrock Foods validations and tolerances for core data only. A "synchronized" status does not mean that Shamrock has received all of the required Foodservice Phase II data.
3. "Received" – will automatically be sent when the publication is received by Shamrock, however there was not a matching GTIN found in Shamrock's Enterprise Data. If the data provider believes a match should have been found, please [contact datacompliance@shamrockfoods.com](mailto:datacompliance@shamrockfoods.com)



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VII. Additional Information

GDSN and Foodservice Attribute List

- 1WorldSync subscribers can find the list of GDSN and Foodservice attributes under the "Foodservice" tab of the 1WorldSync Solution Center (log in is required).
- Other data pool users can access the list of GDSN and Foodservice attributes at <http://www.gs1us.org/sectors/foodservice/additionalresources/resourcelibrary>



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VIII. Improving Data Quality: GS1 US National Data Quality Program

Having complete and accurate product information is a requirement of doing business with Shamrock Foods Company. We encourage our trading partners to get involved with the [GS1 US National Data Quality Program](#) designed to drive improvements for establishing and enhancing data quality processes to support both business and consumer expectations. The **GS1 US National Data Quality Program** applies to all industry sectors and addresses three essential components:

1. **Data Governance** – Processes and procedures to establish and maintain accurate data over time
2. **Education and Training** – Ongoing education and cross-functional understanding of GS1 GTIN® Management Rules, Package Measurement Rules, and the Global Data Synchronization Network™ (if applicable)
3. **Attribute Auditing** – Physical audit of product data compared to the most recent information shared about that product to validate accuracy of data

For a brief 15-minute overview of the GS1 US National Data Quality Program, view the [On-Demand Informational Webinar](#). For more information, please refer to the following **data quality resources** available at www.gs1us.org/dataquality

- Download the [GS1 US National Data Quality Program Framework](#) to understand the program
- Complete the [GS1 US Data Quality Assessment Guide](#) to benchmark where your organization stands in terms of data quality processes and to identify areas of opportunity
- Download the [GS1 US National Data Quality Program – Data Governance Best Practice Guidance](#) to improve your data governance

Five Points Best Practice Summary:

- Adhere to GS1 Standards and Rules for initial attributes in internal item setup
 - Assign data owners throughout the organization
 - Appoint one entity/department/individual as the sole owner of product data
 - Audit all new items produced in a sustainable production environment ready for shipment(finished goods)
 - Execute communication of initial attributes and package measurements (both internally and externally)
- Download the [GS1 US National Data Quality Program Certification Quick Start Guide](#)
 - Download the [Data Quality ROI Calculator for Brand Owners: Transportation Costs & Case Dimensions](#) - This document helps calculate the real-world impact of even a quarter inch error in case dimensions and the cumulative effect it may have on transportation costs.



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- Download the [Data Quality ROI Calculator for Brand Owners: Transportation Costs & Case Weight](#) - This document helps calculate the real-world impact of even a half pound error in case weight and the cumulative effect it may have on transportation costs.
- Download the [Data Quality ROI Calculator for Brand Owners: Warehouse Costs & Case Dimensions](#) - This document helps calculate the real-world impact of even a quarter inch error in case dimensions and the cumulative effect it may have on warehouse costs

Advance your data quality program: Attend a [GS1 US Data Quality Workshop](#)