



## Saladino's Foodservice / GDSN Case Study

See how Saladino's Foodservice leverages the GDSN, and how sharing your product data through the GDSN can greatly impact the way we market your products to our mutual customers.

Saladino's Foodservice uses the GDSN as the primary source for information to create or update item data in their internal distribution systems.



Grande Cheese Company, is one of the many suppliers that publish rich product data to Saladino's via the GDSN.



<https://www.grande.com/>



Once a supplier has accepted our subscription request and has published their product data to us via the GDSN, our item setup team can then download spec sheets generated through the GDSN. The spec sheets provide critical data like: TIHIs, shelf lives, case dimensions etc. These spec sheets are attached to the internal setup requests, which help expedite the item creation process in our ERP. Finally, once the item is created in our ERP, we import the spec sheets into our online ordering and mobile applications for our customers.

Through our online ordering site and mobile ordering application, our mutual customers have access to system generated product specification/sales sheets (containing Marketing and Nutritional information) and marketing images that are derived from GDSN product records.

**Grande Cheese Company**  
 001016 - Cheese Mozzarella Loaf Whole Milk 0

**Nutrition Facts**

Serving Size: 0  
Number of Servings per 0

Amount Per Serving

Calories: Calories from Fat: 60 D70

**% Daily Value\***

<b>Total Fat</b>					
Saturated Fat	4 GRM	23%			
Trans Fat	0 GRM				
Cholesterol			%		
Sodium	210 MGM	9%			
Total Carbohydrate	1 MGM	0%			
Dietary Fiber	0 GRM	0%			
Sugars			%		
Protein			%		
Vitamin A	Per Srv	%	Vitamin C	Per Srv	%
Calcium	10%		Iron	0%	

\*Percent Daily Values are based on a diet of other people's secrets. Your daily values may be higher or lower depending on your calorie intake.

<b>Total Fat</b>		Less Than
<b>Sat Fat</b>		Less Than
<b>Cholesterol</b>		Less Than
<b>Sodium</b>		Less Than
<b>Total Carbohydrate</b>		Less Than
<b>Dietary Fiber</b>		

Calories per gram  
Fat      Carbohydrate      Protein

**Benefits**

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**Ingredients**

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**Allergens**

**Handling Suggestions**

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**Serving Suggestions**

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**Prep & Cooking Suggestions**

**Product Specifications**

Brand		Manufacturer		Product Category			
GRANDE		Grande Cheese Company		Cheese Mozzarella			
MFG #	SPC #	GTIN	Pack	Pack Desc.			
00106	001016	90637876001065		8 x 7 LB RD/ CS			
Gross Weight	Net Weight	Country of Origin	Kosher	Child Nutrition			
57.75 lb	56 LB						
Shipping Information							
Length	Width	Height	Volume	TxHl	Shelf Life	Storage Temp	From/To
18.3 IN	12.5 IN	7.9 IN	1.05 FT3	8x5	0	36FA / 39FA	

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**Grande Cheese Company**  
 001016 - Cheese Mozzarella Loaf Whole Milk 0

**Nutrition Analysis**

Calories	90 D70	Total Fat		Sodium	210 MGM
Protein		Trans Fats	0 GRM	Calcium	161 MGM
Total Carbohydrates	1 MGM	Saturated Fat	5 GRM	Iron	0 MGM
Sugars		Polysaturated Fat		Potassium	53 MGM
Dietary Fiber		Monounsaturated Fat		Zinc	
Lactose		Cholesterol		Phosphorus	
Sucrose					
Vitamin A(IU)	200 MC	Vitamin D		Thiamin	
Vitamin A(RE)		Vitamin E		Niacin	
Vitamin C		Folate		Riboflavin	
Magnesium		Vitamin B-6		Vitamin B-12	
Monosodium		Sulphites		Nitrates	

**Additional Images**

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2 | Page

Marketing images taken from the GDSN are uploaded to Saladino's Online Ordering site and our Mobile Ordering application.



## Saladino's Online Ordering Site

Searching "Grande" Brand:

The screenshot shows the Saladino's Item Master Search interface for the 'Grande' brand. The search results are displayed in a grid of 10 items, arranged in two rows of five. Each item card includes an image, item ID, name, pack size, and price. A 'GRANDE' label is visible below each item name, and a quantity selector is at the bottom of each card.

Item ID	Item Name	Pack Size
001016	CHEESE MOZZARELLA LOAF WHOLE MILK 00106	7 LB RD
001030	CHEESE MOZZARELLA WHOLE MILK DICED 704	5 LB
001152	CHEESE MOZZARELLA DICED BLEND 716	5 LB
001155	CHEESE MOZZARELLA LOW MOISTURE P/S 104	7 LB RD
001158	CHEESE MOZZARELLA SHRED W/M 703	5 LB
001159	CHEESE FRESH CURD PILLOW PACK 171	10 LB
001162	CHEESE MOZZ DICED 50/50 BLEND SKIM PROV	5 LB
001299	CHEESE PROVOLONE SLICED PROV NELLO 325	1.5 LB
001303	CHEESE PROVOLONE DELL STYLE 322	6 LB RD
001306	CHEESE PARMESAN GRATED 967	4

Searching Non-GDSN Supplier/Brand:

The screenshot shows the Saladino's Item Master Search interface for Non-GDSN supplier/brand items. The search results are displayed in a grid of 10 items, arranged in two rows of five. Each item card includes an image with a 'no camera' icon, item ID, name, pack size, and price. A 'GRANDE' label is visible below each item name, and a quantity selector is at the bottom of each card.

Item ID	Item Name	Pack Size
001224	CHEESE CHEDDAR MILD 01022	10 LB
001412	CHEESE MONTEREY JACK LOAF 01826	10 LB
001420	CHEESE MONTEREY JACK SHRED 02924	5 LB
001428	CHEESE SHARP CHEDDAR LOAF 01107	5 LB RD
001430	CHEESE JACK CHED SHRED FANCY BLEND 02905	5 LB
001775	CHEESE CREAM 00809	3 LB
001224P	CHEESE CHEDDAR MILD 01022	1
001412P	CHEESE MONTEREY JACK LOAF 01826	1
001428P	CHEESE SHARP CHEDDAR LOAF 01107	1
001775P	CHEESE CREAM 00809	1

This Non-GDSN supplier is most likely experiencing greater sample requests, as customers have no idea what their products look like, which can be costly. Studies have shown that images alone reduce the number of samples customers request.

See how Grande stands out with a generic search for “cheese” in our online portal.

Saladino's FOODSERVICE Item Master Search - All Items

Customer: TEST SHIP-TO NAME - TESTUSER  
Order #: 1337653

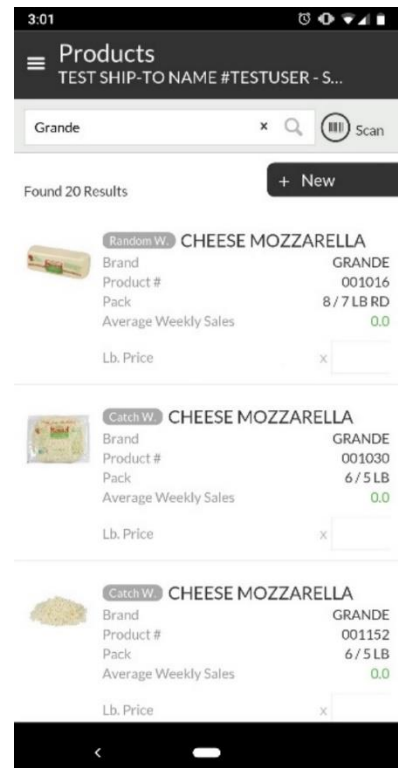
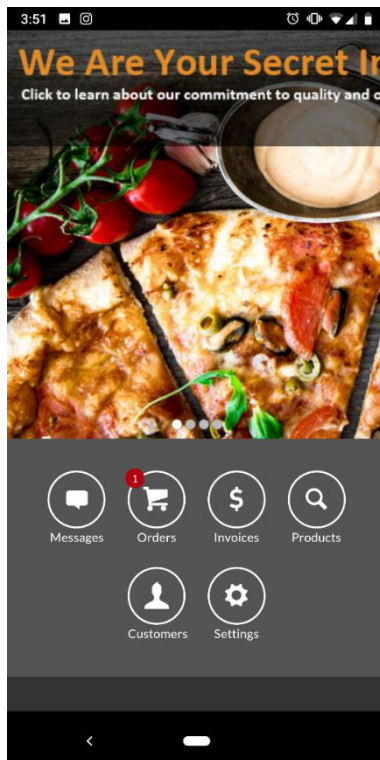
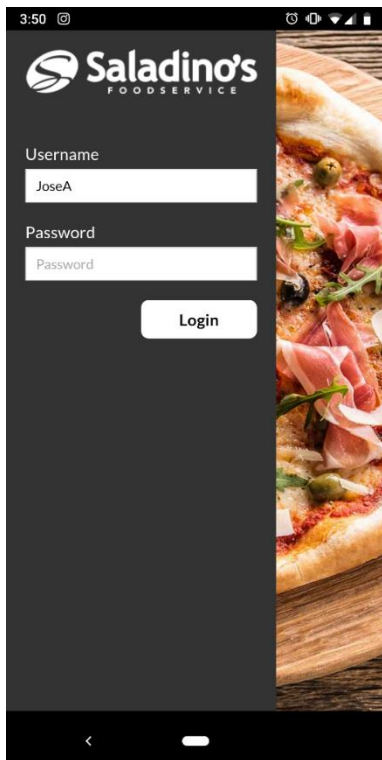
Search: cheese

Items 1 - 234 of 234

Item ID	Item Name	Brand	Status
001146	CHEESE PARMAGED WHEEL 50025	STELLA	Available
001150	CHEESE SHRED BLEND 80-10-10 NLB 981322	ZIA MARIA	Available
001152	CHEESE MOZZARELLA DICED BLEND 716	GRANDE	Available
001155	CHEESE MOZZARELLA LOW MOISTURE P/S 104	GRANDE	Available
001158	CHEESE MOZZARELLA SHRED W/M 703	GRANDE	Available
001159	CHEESE FRESH CURD PILLOW PACK 171	GRANDE	Available
001162	CHEESE MOZZ DICED 50/50 BLEND SKIM PROV	GRANDE	Available
001224	CHEESE CHEDDAR MILD 01022	GRANDE	Available
001226	CHEESE CHEDDAR SHARP SLICED 3/4OZ 01101	GRANDE	Available
001230	CHEESE CHEDDAR MILD BLOCK 01030	GRANDE	Available

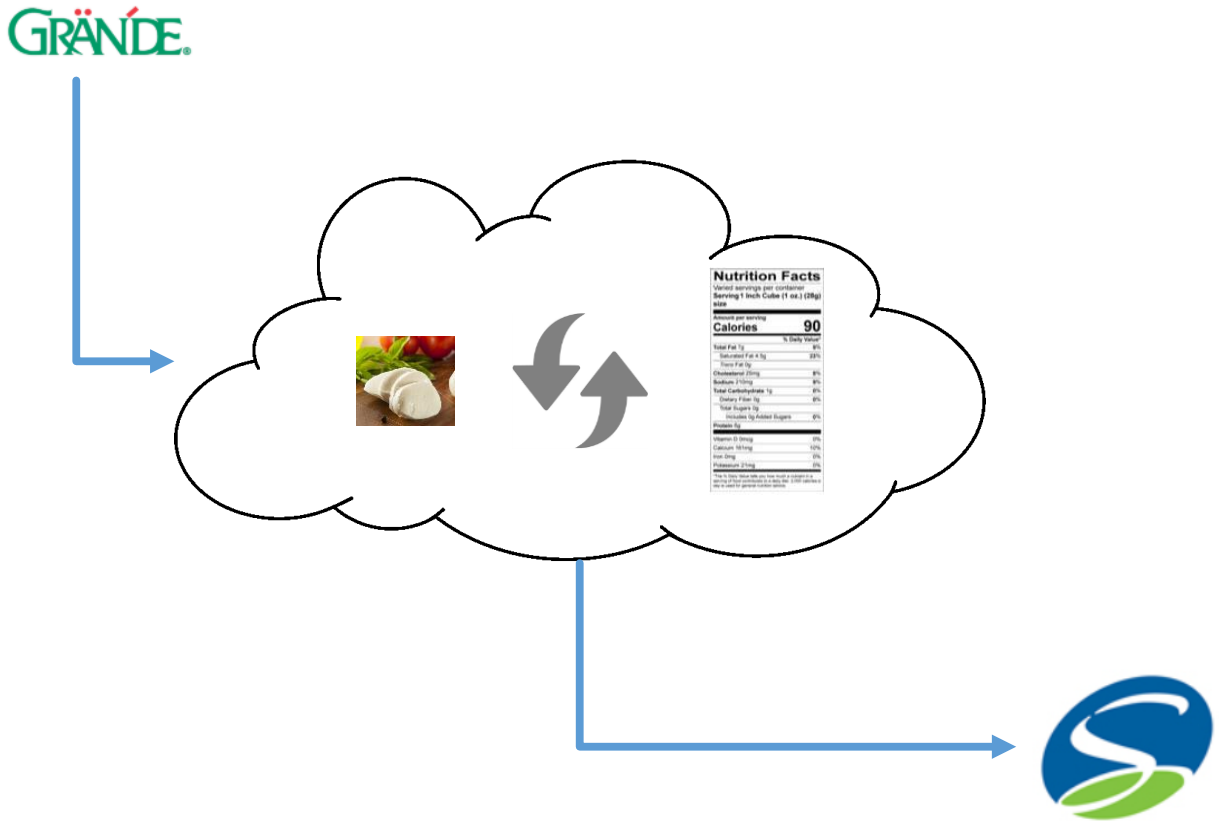
### Saladino's Mobile Ordering Application

Searching “Grande” Brand:



## Item Updates/Changes

The GDSN makes it easy to keep the most up to date records. When a supplier processes an update/change to any attribute for a given item, our synchronized records will then get updated with the change. This guarantees that our data always matches the supplier's data. For example, if a supplier decides to include marketing information for their items, our synchronized record will process the update, and update our GDSN generated spec sheets with the change or new product details.



Thank you **GRÁNDE** for publishing to us via the GDSN!

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Connecting Family, Friends & Food