



ECCnet Foodservice Content

Powered by TrueSource™

Professional Foodservice Images and Enhanced Digital Assets

ECCnet Foodservice Content enables brand owners to efficiently capture, store and share food and non-food product images. When combined with foodservice product data loaded through ECCnet New Item Setup, enable trading partners to easily incorporate your products into customer facing applications, including:

- Product Information Cards (PIC)
- Electronic product catalogues
- Online ordering applications
- Product sourcing
- Sales and customer service platforms
- Digital commerce

For even greater product exposure in a burgeoning digital commerce landscape, try [Enhanced Assets](#). Upload lifestyle images, video and other marketing content to share with multiple trading partners from one location.

How ECCnet Foodservice Content Can Benefit Your Business

Standardized Content

High-quality foodservice images with consistent lighting, angles and views, including product cases and case-content images, provide consistency for trading partners. These images can easily incorporate your products into customer-facing applications for sales and service.

Operational Efficiencies

An efficient one-to-many capability enables you to share foodservice images with multiple operators and distributors from a central location. This helps ensure trading partners are accessing the same up-to-date foodservice images.

Centralized Content Management

Take advantage of quick and easy access in one location for all your organization's foodservice images across multiple brands and categories. Use these assets for your own internal advertising and sales materials, web pages, social posts, and marketing and presentation collateral.

Enhanced Assets

A premium service, Enhanced Assets enables brand owners to efficiently load, manage and share dynamic marketing content with multiple trading partners from one location. This streamlined access to product-linked digital assets provides trading partners with greater opportunities to influence customer buying decisions and accelerate online sales.



At-a-Glance



The average Canadian household spent **\$2,775 on restaurant food** in 2019.



Commercial foodservice sales in Canada are expected to reach **\$84.6 billion** by 2025.

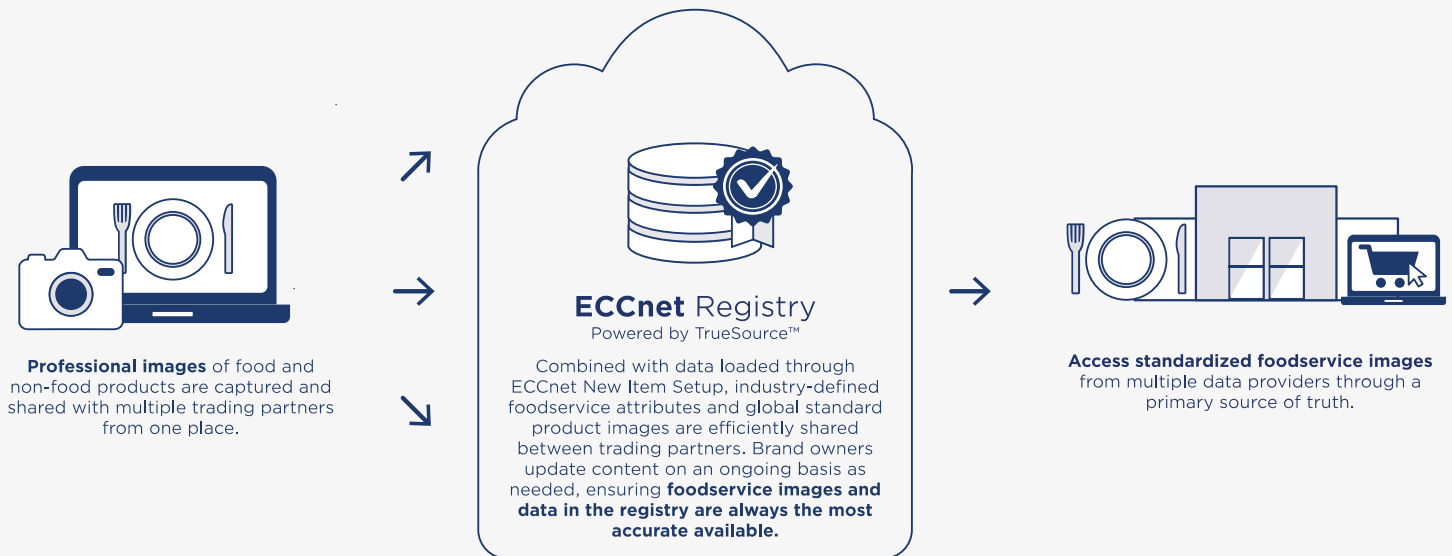


Canadians spend an average of **\$32 per order** on food delivery services.



45.4% of Canadians ordered food online at least once a week in 2020.

How the ECCnet Foodservice Content Process Works



Tools and Services Available



Foodservice Product Image Capture Options

Flexible content capture service options provide your customers with 1-4 high-resolution primary foodservice images linked to case GTINs. This includes case images, inner pack images, product images and montage images. There are three options available for foodservice content capture: product submission, on-site capture and eSubmission.



The Vault

The Vault is a secure online storage and distribution tool that is your central hub for organizing, managing and sharing content. Through a one-to-many process, you can share your product images with multiple trading partners from a single, reliable source.



TrueSource™ Dashboard

Designed to facilitate transparency between data providers and data recipients, TrueSource™ Dashboard is a data excellence tool that provides visibility to the status of your product content across multiple business processes. Quickly assess foodservice product data to identify, track and action gaps for a 100% accurate and complete product catalogue. Achieve better collaboration with trading partners and increase sales opportunities with TrueSource™ Dashboard.

Learn more about ECCnet Foodservice Content Solution including how to register by visiting www.gs1ca.org/foodservice-content or call **1.800.567.7084**.