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)
- Online ordering applications
- Sales and customer service platforms
- Electronic product catalogues
- Product sourcing
- 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

Primary Source of Truth
A centralized registry for foodservice images ensures you can quickly and conveniently access the most current bilingual product images from a central location whenever you need them.

Operational Efficiencies
High-quality, professional foodservice images are provided with standardized lighting, views and angles. There is no need to waste time contacting brand owners individually for compatible, professional content.

Streamline Your Business
Visibility to the status of foodservice content from multiple vendors in one place eliminates the need to maintain duplicate scorecards. Use insights to enhance catalogue management, optimize resource allocation and facilitate informed business planning.

Access to Enhanced Assets
Through the Enhanced Assets service, you can access dynamic content such as lifestyle images and product videos. These robust assets can help influence customer buying decisions and accelerate online sales.

At-a-Glance

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

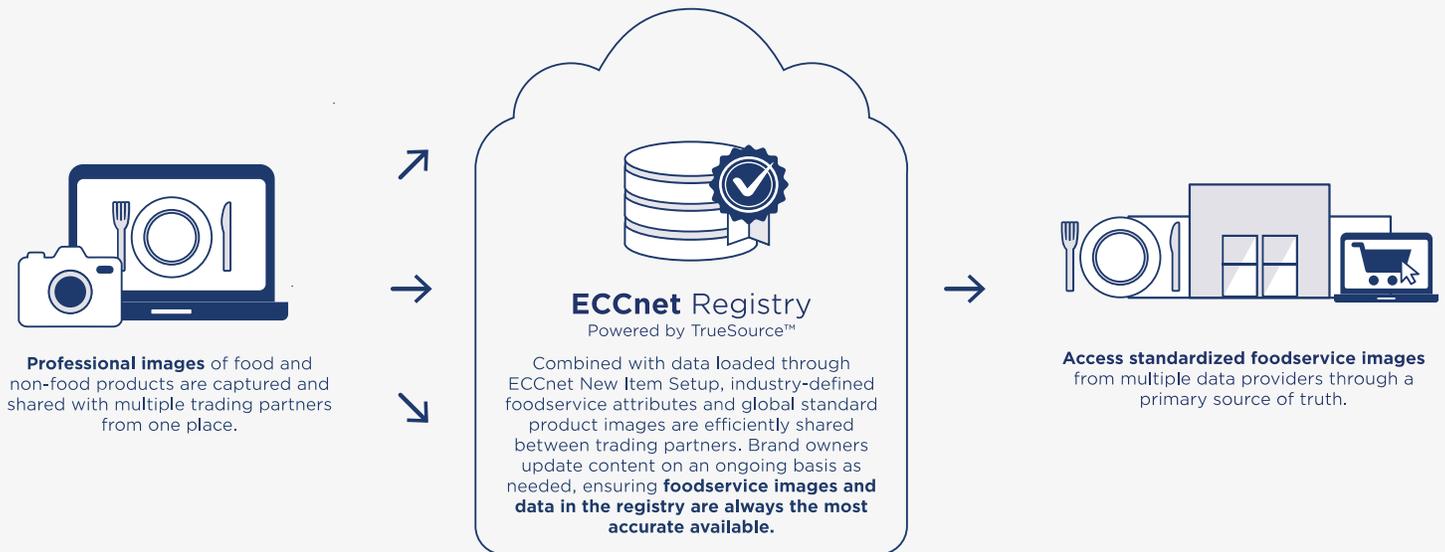Commercial foodservice sales in Canada are expected to reach **$84.6 billion** by 2025.

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

ECCnet Registry
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Combined with data loaded through ECCnet New Item Setup, industry-defined foodservice attributes and global standard product images are efficiently shared between trading partners. Brand owners update content on an ongoing basis as needed, ensuring **foodservice images and data in the registry are always the most accurate available.**

Professional images of food and non-food products are captured and shared with multiple trading partners from one place.

Access standardized foodservice images from multiple data providers through a primary source of truth.

Tools and Services Available

Standardized Foodservice Images

Through GS1 Canada's foodservice content capture service, you'll have access to 1-4 **high-resolution images from vendors**. These are linked to case GTINs and include case images, inner pack images, product images and montage images.

The Vault

The Vault is a central, secure hub for accessing foodservice content from your suppliers. Using an efficient many-to-one sharing process enables you to easily access standardized images in one place. Save time and resources by eliminating the need to request content from each trading partner individually.

Foodservice Content Application Program Interface (API)

An API integration will automate the flow of foodservice data into your systems. This includes marketing and nutrition data, allergen data, foodservice images, and enhanced assets. The API eliminates the need to manually download data from an FTP site or Item Centre and The Vault, then manually integrate with your information management systems.

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**.