



In this episode, we dive into the product listing process and the importance of knowing and meeting trading partner requirements. A discussion on how to grow small business leads to understanding possible sales channels. Learn about getting ready to trade, funding opportunities and the potential challenges faced by small business owners. The common theme is understanding why GS1 Global Standards are supported by industry.

**Host:**

- Isabelle Huot, Dietitian, Columnist and Small Business Owner

**Guests:**

- Pierre-Oliver Drouin, Owner, Firebarns
- Luc L'Archevêque, Senior Vice President, Merchandising, Grocery & Community, Sobeys
- Francois Bouchard, Senior Vice President, Industry Relations and Community Engagement, GS1 Canada

**Isabelle Huot:**

Small businesses are the pillars of the economy and the heart of communities across Canada. They represent our innovative spirit, our diverse cultures, and our common needs. In support of the small businesses that continue to drive our economic growth and the businesses that proudly sell their products, here is Beyond Barcodes, an original podcast presented by GS1 Canada, for people interested in small business and all things entrepreneurial.

Hello and welcome, I'm your facilitator, Isabelle Huot, PhD, in nutrition. As an entrepreneur, you have an amazing dream: to provide an awesome product to your community. You have spent hours and hours planning everything. You've perfected the brand identity, the packaging, and the design, but despite your hard work, your product is still unknown to the public. How do you get it into as many homes as possible? That's where GS1 Canada can help.

Their small business bundles are designed to help provide the product information retailers and distributors need to get your products on the shelves and online quickly and efficiently.

In this episode of Beyond Barcodes, we discuss the challenges of marketing a product with our guest, a businessman who wants to democratize hot sauce and make it accessible to everyone, the co-founder and president of Firebarns Sauces, Pierre-Olivier Drouin. Thank you for joining us live from Quebec City.

**Pierre-Olivier Drouin:** Hello, Isabelle. Thank you for having us on the podcast, it's really a privilege.

- Isabelle: Pierre-Olivier, what inspired you, in 2005, to create this hot sauce company?
- Pierre-Olivier: I come from a family of entrepreneurs. My father had a business. I learned the business basics throughout my life because I liked to follow my father in his business meetings. Ever since I was young, I was 100% certain that I was going to work for my father and take over and be a business owner, but at the age of 25, my father sold his business. At first, I was really angry with him because I thought, "Crime!" I had built my house; my life had begun. It was done; I had a girlfriend; it had been years; next step: children.
- Isabelle: You wanted to buy the family business at the time.
- Pierre-Olivier: That's right. Exactly. I was going there, but it wasn't what life wanted. I had always dreamed of going to work in a foreign English-speaking environment. I sold everything and went to Florida to work for a year.
- Isabelle: That's a far cry from hot sauces.
- Pierre-Olivier: No, but it's coming; I'm getting closer. It's there, during a Canadiens game. One night, we were going to see the Canadiens in a sports bar with my friend Max, and he had ordered a basket of spicy wings, and I had ordered a basket of plain wings. By mistake, I picked up the basket of spicy wings. I bit into it, and that's when my taste for spicy food started.
- Isabelle: "I love it."
- Pierre-Olivier: Exactly. That's when I started to discover hot sauces. Life is good. If my father hadn't sold his business, I wouldn't have gone to Florida. I often talk to my father about it; almost once a year, I thank him for having made that move.
- Isabelle: How was the company born, and especially the association with Frank Ménard, who is your partner today?
- Pierre-Olivier: When I returned to Quebec, I met a girl who introduced me to Frank. Frank was already working on real sauce recipes, and that's when we sat down together and talked. I talked to him a little bit about my vision, how we could grow the business, build a business, and then democratize hot sauce, because at that point, that's when we said, "There's just Tabasco, there's Sriracha Huy Fong on the market, there's Red Hot, but there are no other offerings." Often, hot sauce is associated with if it's spicy, then it doesn't taste good." We wanted to change the culture of eating spicy food in Quebec.
- Isabelle: Tell me about the name, because it has an English connotation. Has it been criticized by Quebecers, saying, "This is not a Quebec name", with all the craze for buying local? How was that name perceived?

- Pierre-Olivier: People, mostly in Quebec, think we are an American company. It was during the pandemic, when there was the buy local movement, that we did a lot of campaigns on our Quebec crops because we now grow our own peppers.
- Isabelle: "Our own peppers." It's amazing.
- Pierre-Olivier: There, people saw that Firebarns was from Quebec. The way we wanted to create the name Isabelle is that we said to ourselves, "We want it to become a reference: "Do you have Firebarns?", so that the world knows what it is."
- Isabelle: Because it's not a word per se. It's inspired by your partner's dog?
- Pierre-Olivier: Exactly. Our name really comes from the dog Barney, who is the president of the company. That's where we took two months together to option them. In English dictionaries, it's a word that doesn't exist. At the Ministry of the French Language, we made sure that the name Firebarns Sauces Inc. would have a French connotation, so it would pass.
- Isabelle: It's a name that we want on everyone's lips, and that helps to market the product outside Quebec.
- Pierre-Olivier: Exactly. Often, people tell us, "La salle du soleil; it's a French name that radiates throughout the world". Maybe, but I think that the
- Isabelle: It's hard to say, but that's more difficult. I personally experience this with my brand, which is very French. I have a lot of trouble getting out of the province.
- Pierre-Olivier: That is to say, that a generic name makes it much easier to export your product all over the world.
- Isabelle: Clearly. I have a vision of expansion, which I feel very well about, but for the first case of sauces, I want us to go back to the beginning. It's not obvious. You have the idea of creating a hot sauce that is flavorful, tasty, and distinctive. How and to whom do you sell the first case of sauces?
- Pierre-Olivier: When we arrived to sell our first case, I remember it was to Steve Pelletier, the grocery store manager, who had already seen me walking around, doing my grocery shopping. I told him, "Hello, my name is Pierre-Olivier. I'm a hot sauce maker. Would you be interested in buying a case from me? I didn't have any experience selling hot sauces at that time. Today it's a little different, but he showed me the sauce aisle, and then he said, "Sauces, we don't necessarily have a need." It was a rejection, but it's not a bad rejection because at that time, hot sauce didn't exist in Port Tabasco.

- Isabelle: A first refusal. You are a tenacious, persevering guy. You take after your father, so we'll go back a second time.
- Pierre-Olivier: I went back the next morning. He told me again, "No." I wasn't on it, and I didn't have any price lists. At that time, I had barcodes that I had bought on the Internet before I knew about the wonderful company GS1. I go back a third day, and he says, "Don't come back; I don't want it. Then I thought to myself, "I can't believe this project won't work. I believed in it. Frank believed in it too. I went back for the fourth day in a row. When he sees me in the distance, he says, "Great. I'll buy your car. I have a request for you, though. I'd like you to come and do a demo on Saturday morning.
- He bought my first car, and I'm really happy. I feel like I've gone astray, because I'm really happy. I'm like, "Finally, I have my first opportunity." Then he tells me, "What are you going to do this weekend to get your hot sauce tasted?" Instinctively, Isabelle said, "I'm going to make tartar." Then on Saturday, I would make my first demo. Then I listened to the YouTube videos there to learn how to cut a tartare, and then my chef friend helped me too. On Saturday morning, I went to the IGA Plano to do a demo.
- Isabelle: How was the tartare received? Was it good?
- Pierre-Olivier: I was making the tartar, and I didn't realize it because Isabelle was with me when I did demos in the grocery stores. When you make the food, there is a crowd in front of you. There are several people. I look up, and I see that there are many people looking at me.
- Isabelle: Stressful.
- Pierre-Olivier: That's it. Exactly. There's a lady who says to me, "I'd like to try it. Before I even taste it, I want to know if it's good. I was just handing over the spoon. I said, "Okay. Now she has the hand. She's got the fate of my business in her hands." At that time, I was thinking that. There, she tasted the tartar: "This is so good. It's delicious."
- Isabelle: "There's a weight lifted off your shoulders."
- Pierre-Olivier: Completely.
- Isabelle: What is the process? Afterwards, we have nice sales. Do we meet with the head office and say, "Here are my scanned product sales?" Can I get into the 280 stores?"
- Pierre-Olivier: It took four years of hard work and backdooring before we got into Sobey's Plano. And I think we did things right at that time, Isabelle, because we focused on democratization slowly, not quickly. Making your first sale is easier. Making

the second one is extremely hard. The third is even harder. Being on the shelves is one thing, but ensuring the velocity of purchases of your product is another.

Isabelle: "It's a big challenge."

Pierre-Olivier: Yes, what we're aiming for is to slowly, not quickly, step by step, conquer market after market. By selling them in restaurants, those restaurants put them on the tables so that they taste good. Then quietly, not quickly, that sales are made to arrive at when we went to Sobeys, they took our sales out of the scan, they saw our numbers, year after year, and that's when they welcomed the fact: "Perfect, we're going to put Firebarns on shelves."

Isabelle: I can't wait for us to talk about this with our guest. Luc L'Archevêque, the head of marketing at Sobeys, a little later, because we have to educate the consumer at the same time. After that, we arrive. We know the distinction of the product, then we know that it will work instead of going perhaps too fast, and finally, the sleeps on shelves. When it's sleeping on the shelf, we just have an opportunity to be plano. If the product is delisted, it's over.

Pierre-Olivier: Right. After that, going to see your category manager again, then he sells another project, it's going to be tough. It's going to be really hard.

Isabelle: "It's not easy."

Pierre-Olivier: That's right.

Isabelle: If you want to last over time, you have to have good basic values. You can't do it just for the money. It's the passion. Above all, what I find in your words, Pierre-Olivier, is patience and perseverance. That's really what it is. I also lived the experience of In the Eye of the Dragon. I went this year with my company. I want your feedback on the experience. First of all, did any of the dragons get on board with the adventure? Was it an interesting source of funding or not?

Pierre-Olivier: I think that in the eye of the dragon, people see an opportunity to have a lot of visibility, and that's good. We went there because we wanted to see Christiane Germain, with her background in distribution and marketing. It's really Christiane Germain, and that's what we wanted. We went to the Dragons for that reason. At the same time, we wanted to be able to expand. We went there for that—to, to have cash, to make a new plant—because that's what we were missing—because we were renting bottling spaces and kitchens, which made us very hand-to-hand. We couldn't afford that anymore if we wanted to expand. We were going to the Dragons for that reason. They made me a counteroffer.

Isabelle: "To several dragons?"

- Pierre-Olivier: To three dragons. Martin-Luc Archambault, Serge Beauchemin, and Christiane Germain. We said, "We had no experience in business. We were in the bunker, and when we came back, we only said, "Unfortunately, we won't go with your offer." That's how it ends, neatly and critically. I broke down. I was standing back there, and I was like, "Oh my God, what did we just do here?" It was tough. I'm telling you about it, but I'm still living it because it was hard. I blame myself for the rest of my life. By the way, we didn't expect that the fact that we said no without any counter-offer would have the impact that people would give us afterwards. These people feel naked standing in front of the dragons. That's the message they took away.
- Isabelle: Was it beneficial?
- Pierre-Olivier: It was extraordinary. The mistake we made was not to be plano by going to the dragons, but we didn't have the structure at the time to go there. If we were to go to Plano today, with all the great marketing we have at Sobeys, the sales would be extraordinary.
- Isabelle: You have diversified your offer a lot. Hot sauces at the beginning. Now we have barbecue sauces, condiments, mustard, and mayonnaise. Where did the idea come from to say, "Okay, we're diversifying; there's room for all products"? Did the two partners agree, or did Frank say, for example, "No. We're keeping hot sauces; that's our niche. We started with that."?
- Pierre-Olivier: 2015, it was hot sauce. 2016, our barbecue sauces were allocated very quickly. 2017 or 2018, the redemption series.
- Isabelle: With local peppers?
- Pierre-Olivier: It's only since 2018 that we have had our own chili crops. Even before the buy local movement, we had that awareness, because I thought, "I can't believe we're flying in chilies." In my head, I think about before. Then I saw cats everywhere. I remember going to Sobeys just to show off our new product. I was like, "I can't believe everything—here you can't grow peppers." In my head, it didn't fit. I bought chilies in Europe. They fly it in. The environmental impact, for me, didn't work.
- Isabelle: We are in the local sector. That's really great.
- Pierre-Olivier: We are really proud of that, because we can say that in the jars of hot sauce, the vinegar is made in Montreal, and the peppers are here in Quebec. We are now exporting this product to Europe and then to English-speaking Canada. I'm very proud of that.
- Isabelle: Tell me about this phenomenal growth. It's a young company; we're not even ten years old. We are in Canada, and we sell our products in Europe.

- Pierre-Olivier: Everything is beautiful there. Behind that, there is a roller coaster, and we expect it.
- Isabelle: Yes, precisely. What are the worst mistakes you've made as an entrepreneur?
- Pierre-Olivier: We stayed for two or three hours of podcasting.
- Isabelle: "We all make mistakes." It's clear that we make them.
- Pierre-Olivier: That's an excellent question.
- Isabelle: Not joining GS1 quickly enough, perhaps?
- Pierre-Olivier: Yes, because at the beginning, when you launch a product, you don't know how it works. Someone told me that GS1 was in charge of the barcodes, because, when you go to IGA Plano, you need a GS1 code. This is mandatory to be able to publish products with technical data sheets, etc. We had codes that we bought on the Web. It was a burden; it was anything. It didn't work for me. Pierre, who is our GS1 representative, I went to school with from school one to five, made that—
- Isabelle: He's so nice, Pierre, and so available.
- Pierre-Olivier: It doesn't make sense to acquire this guy.
- Isabelle: It may seem complex at first.
- Pierre-Olivier: Yes, it was me who took care of it, Isabelle. There are more sales; I was in charge of GS1. Pierre, in the evening, would come with me to tell me—I would share my screen, and he would fill in the boxes with me, because it's still a platform that you have to understand. Once you understand the platform, it's really amazing.
- Isabelle: How much did it help him to increase the growth of the company and the distribution?
- Pierre-Olivier: What it's going to be is that if you want to get into a new chain, no matter what chain is in Canada, all you have to do is publish your codes to the chain through the GS1 platform. All that paperwork with the chains—you don't have to fill it out anymore; you just have to publish what you have in your GS1 platform. So, it really frees up your mind to continue to grow your business.
- Isabelle: In five years, Frank and you, Pierre-Olivier, where do you see yourselves? Conquering American or European markets? Are we going to Asia? What is your dream, your vision?

- Pierre-Olivier: What is very clear in our employee guide is that one day we will be everywhere on the planet. That's what we focus on. That's why you come to work for us. One day, we will be everywhere on the planet.
- Isabelle: Thank you very much, Pierre-Olivier, for sharing your passion. It is so convincing. I really hope that we will be able to taste these beautiful sauces everywhere in the world. Thank you very much.
- Pierre-Olivier: Thank you, Isabelle. Thank you for having us. It was a pleasure and an honor to be with you.
- Isabelle: "Good luck."
- Pierre-Olivier: Thank you.
- François Bouchard: Hello, this is François Bouchard, Senior Vice President, Community Relations and Engagement at GS1 Canada. I hope you enjoy listening to our Beyond Barcodes podcast. For more information on how GS1 Canada can help you start your business, stay tuned. We're here as a trusted strategic partner for companies like yours.  
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- Isabelle: Marketing a product is no small task, and my next guest knows how difficult it can be to make a product stand out on the shelves. With his expertise in merchandising and buying, I am pleased to welcome Luc L'Archevêque, Chief Merchandising Officer for Sobeys. Welcome to our team.
- Luc L'Archevêque: Hello, thank you very much. Thank you for having me here.
- Isabelle: It's a pleasure to have you on the podcast. We just saw a super inspiring story about Pierre-Olivier Drouin and his hot sauces. I want to ask, Luc, did he take the right approach of going to an IGA to start, persevering, and then waiting a few years before going to the head office?
- Luc: I would say yes. By the way, Pierre-Olivier's story is very inspiring. I'm really glad I heard it, because one of the mistakes I often see is going too fast. There are entrepreneurs like him; he has a story, and the trigger was his spicy chicken wing. Sometimes, from there, people want to go too fast, see too much, or skip a lot of steps. You see that a lot. I like his approach, where he went store by store, introducing his product. He started with tastings at first.
- Isabelle: There's education as well.
- Luc: There is consumer education that he managed to do. So, when he arrived at the head office, he was better equipped; there was data and experience to share.



For us, as a head office, it's much easier after that to start discussions because we have evidence of performance. Another point, I think, that is very important is that when he talked about the category, he started with the hot sauces. Then he saw and analyzed that in the category, there was not much competition. He was talking; there was pretty much Tabasco, and that was it.

Another mistake that we often see is that people don't take the time to analyze the categories in which they want to play. Sometimes they think it's an emerging category, but it's not at all. Either it's shrinking or it's very mature. He looked at it and saw that there were spaces available in the market, so he seized that opportunity. That's why, when I heard him talk about condiments afterwards, these are categories where there are big players: Kraft Heinz, that world. That's right, Kraft Heinz, Unilever. At this time, it becomes super relevant and important to have very unique attributes.

As soon as he talked about his chilies that are grown here, the ingredients. You know Isabelle, the more people there are on the ingredient list, sometimes one ingredient is too many, and the right ingredient can make all the difference. I really liked her approach of analyzing the categories, going slowly, and positioning herself in stores. The IGA network in Quebec means that merchants can work with local players like that. This is part of our agreement with them. The merchants love to do this. In fact, it's often the merchants who call the head office before the supplier even calls us, or the local suppliers call us to say,

Isabelle: To tell a success story.

Luc: "Here, I found something." I think all merchants could benefit from this.

Isabelle: That's great. When you analyze the competition, if you want to launch a product, you look at the nutritional value, how you stand out, and how important the price is.

Luc: Price is still an important component. I'll qualify that by saying it depends not only on the states but also on the categories. We're in a period of very high inflation, so prices are moving up a bit in what we call the consumer's decision tree.

Isabelle: Is the price number one issue today?

Luc: Yes. Today, it's even the number-one criterion. Even though it is often, as we talked about during the local purchasing pandemic, very important, at that time, the consumer was buying local, even if it was more expensive. I would say that today, because of inflation, he will buy local at about the same price. The notion of price is very important. When there is less inflation in more normal times, it will depend on the categories. If we take the example of olive oil, where there

are many different origins and many different qualities. There are ranges—we call them price ranges—and then consumer elasticity.

At this point, there is more play. What I liked about him was that when he was looking at hot sauces, there was room and less competition.

Isabelle: There were very strong brands, too. We think of Tabasco, for example.

Luc: For us, is the product different from what we already have on the shelf? Is there even something new? In the case of Pierre-Olivier, the answer was definitely yes. After that, once it's on the shelf, it looks people can come by; we celebrate once our product is on the shelf, or in full anagram, that's the start of the marathon.

Isabelle: "It's a marathon."

Luc: Yes, it is. Once you get to the shelf, it's almost the beginning of the marathon, because after that, it takes on rotation and volume. Then earlier, you were talking about buying rehearsals backstage. It's super important, because if the rotation isn't there, unfortunately, there's so much competition. Food is an overly competitive market, but at some point—

Isabelle: Very competitive. How many products are there in a grocery store?

Luc: I would say in an average IGA, there are about 20,000 to 22,000 products. That's huge.

Isabelle: Huge. As a small business, we often don't have a marketing budget. How do we get the word out about our products?

Luc: I'll tell you how we do it at Sobeys. Often, we use what we call an exclusive approach. We make an agreement with the supplier. Either way, it makes sense because it's a win-win. The supplier is in its infancy, it is small, and it does not necessarily have a monster production capacity. Doing business with a single retailer makes sense. On the other hand, we like exclusivity because if people want the product, they come and buy it from us. We want to get the word out about the product. At Sobeys, we put the advertising machine behind these products. Perhaps you've noticed the Revelation platform:

Isabelle: "Yes, absolutely."

Luc: Features these products, which are often exclusive to us. With that comes notoriety, demand, and velocity. We do promotional work, and we highlight it in the flyer. This is our way of doing things.

- Isabelle: You offer with exclusivity a program of: "I have it with my wraps, with my sandwiches, and I have it with my log. I got it with several products, my snacks too." It allows the product to shine and to make joint marketing efforts without putting the investment, as a small business, on the back burner. And that's how you make your mark with the consumer?
- Luc: Exactly. After that, a lot of people ask us, "When does the exclusivity end?" It's when one of the two parties considers that we're somewhere else. Then, there are suppliers—I am particularly proud of them—who, in part, are exclusive to us and who today radiate throughout Quebec. There is no bitterness about that at all.
- Isabelle: I even spoke to a contractor who is exclusive, who left to spread her wings more everywhere, and who came back exclusive to you.
- Luc: Yes. On our side, the doors are wide open. As I said, there is no bitterness. We were very happy to welcome these people back.
- Isabelle: What is the importance of GS1 Canada for distribution at Sobeys? In Quebec and in Canada too.
- Luc: Crucial. I'm going to start with a mini-comment for the suppliers, because what Pierre-Olivier said is really important for the suppliers; there are many advantages. It's very efficient. One database to manage instead of having to do everything with 15 different clients and 15 different databases to update. That's full. I'm saying for suppliers, it's one place, no hassle. When it's full. After that, it's up to the retailers to pick it up. For us, the retailer-distributors, it's our bible. It's the source of truth. We know that the information in there is good.
- The quality of the data nowadays is really important because we are so computerized. All the systems talk to each other. If the data is of good quality, then it circulates very well. It gets to the point-of-sale system, so it scans in the store. There is also the whole supply side. Pierre-Olivier is in the warehouses; he says it a few times: "Our warehouse in Terrebonne is automated. It's robots that do the depalletizing, the receiving, and the moving of the gas around.
- Isabelle: "A little Amazon."
- Luc: Exactly. If we don't have the right weight, the right case format, or the right number of packages in a case, it won't work, and the automation stops. The quality of the data is reliable. For us, this is essential, and recently we opened another center that is robotized. Thank you very much for saying that. It's the same principle.
- Isabelle: That's really innovative. Tell me about this online platform.

Luc: We know that online commerce will grow over the next few years, and it grew a lot during the pandemic. Now it's back down to a slightly lower level, but we've still made a two-year leap to accelerate demand. It's impossible to do online business inside existing stores. It used to be because the volume was smaller, but now it's a barrier to consumers going into stores, wanting to have an experience, but getting spent left and right by people setting up checkouts and having orders, which is not good for the customer experience. Two, it's not profitable.

There's only one way to do it efficiently: by keeping the in-store experience unique and getting all the efficiency of today's technologies. So that's the business model we're going to do business with.

Isabelle: Which is growing?

Luc: It's growing tremendously. We have two automated centers open, in Toronto and Montreal, and we're opening one in Calgary soon.

Isabelle: Can we hope, as Pierre-Olivier said, "I have a Quebec brand; I'd like to spread it across Canada through Sobeys"? Is that possible?

Luc: I would say that it depends on the nature of the product. There is a name. The name is important, if it sounds too French, it won't be pronounced in English. We've seen brands that have tried to establish themselves withdraw from the market. Sometimes it takes a name change, it doesn't mean redesigning the whole product, but sometimes it's the taste profile, something you're probably familiar with. Cinnamon in Quebec, no thanks, but in Ontario, it's true that it's very popular. Sometimes it takes adjustments to the ingredients, but I would say it doesn't matter where the product is made. If it's relevant to other markets and the potential is there, then it's quite possible to expand across Canada. We see a lot of products like that. It is possible, but the product must be relevant to the market.

Isabelle: Luc, what would be your best advice to a small business that wants to market a truly innovative product?

Luc: It takes passion and perseverance, because it's not easy. I'll give you the marathon analogy again. Running a marathon is hard. It takes training, perseverance, and patience. You have to accept mistakes and failures, but above all, you have to seek help or advice. At Sobeys, we're not perfect, and we're not able to help everyone. That's why I say if you're an entrepreneur, you have a good product, and you're looking for a retailer and a wholesaler to partner with who can give you advice on the packaging, the retail price proposed, and whether it's a good category or not to invest in, call Sobeys. We're here to help. Use the platforms that make life easier. So GS1 is a platform to make life easier for suppliers, so they can also expand later.

Isabelle: Thank you so much, Luc, for helping us reach out across the province. I experienced it myself. Thank you for having accompanied me, and thank you on behalf of all the small entrepreneurs that you have accompanied so well and who have success like Pierre-Olivier's, Frank today, with sauces that are spreading throughout Canada. Thank you very much for your time today.

Luc: Thank you very much.

François: Hello again, it's François. Thanks to his tenacity, Pierre-Olivier was able to start his company, but to ensure its growth, he required an understanding of the requirements of commercial partners. Unique product identification in the supply chain is the reason why GS1 barcodes are used in over two million businesses worldwide, including many Canadian retailers, distributors, and markets. This means that your products are individually identified, and you are authenticated as the legal owner of those products.

GS1 GTINs and barcodes are the global standard, approved by most foodservice retailers and distributors in Canada and around the world. If you use GS1 barcodes, you are ready to work with Amazon, Sobeys, Walmart, Lowe's, Provigo, METRO, and many others. As an industry-led non-profit association, we work closely with the retail and foodservice industries to meet their common business requirements.

To help simplify these requirements, we've created flexible small business bundles that will help you navigate a process that can sometimes be confusing. These offerings help you quickly and efficiently generate barcodes for your products and provide the right data and standardized images required by retailers, distributors, and other trading partners to get your products on store shelves and online. Trading partners may require different types of standardized product information to meet their product placement needs.

Online sales, retail planography, flyers, and much more. Our bundles are designed to help product owners provide the necessary product information quickly and efficiently. Thank you for listening to Beyond Barcodes. Don't miss our next episode, where Isabelle and her guests will continue their discussion on the challenges, of growing your business.

Isabelle: My name is Isabelle Huot. Thank you for tuning in to Beyond Barcodes, a podcast series created for small businesses and presented by GS1 Canada, a not-for-profit organization committed to providing reliable support and tools for small businesses to successfully market their products. To find out how GS1 Canada can help you start and grow your business, visit [gs1ca.org](https://gs1ca.org).