

Grocery Outlet Data Quality and GDSN FAQs

Why does Grocery Outlet need this data?

Grocery Outlet is on a mission to improve the quality of its data. Our unique relationship with the suppliers and our buying model lends to data quality issues in our internal supply chain, leading to increased labor for our stores as well as lost accuracy of the downstream analytics of what is selling in our stores

To what extent will this data be used?

Nothing changes regarding our agreement with advertising this type of product. We are trying to strengthen the quality of our product data internally. This ranges from photos of products for store operators so they can see what they are ordering to logistical information about pack, size, Unit of Measure configuration as well as proper Brands and Description for labels and in store signage.

What is GDSN and Data Pools?

GS1 GDSN is a global synchronization network that offers the free flow of product data between suppliers/creators of product content and the consumers/buyers of the products.

