

LET'S DIGITALISE AND EXCHANGE DATA

WITH GS1 GDSN &
MY PRODUCT
MANAGER



Once
Upon
A Time

13 DEC 2014

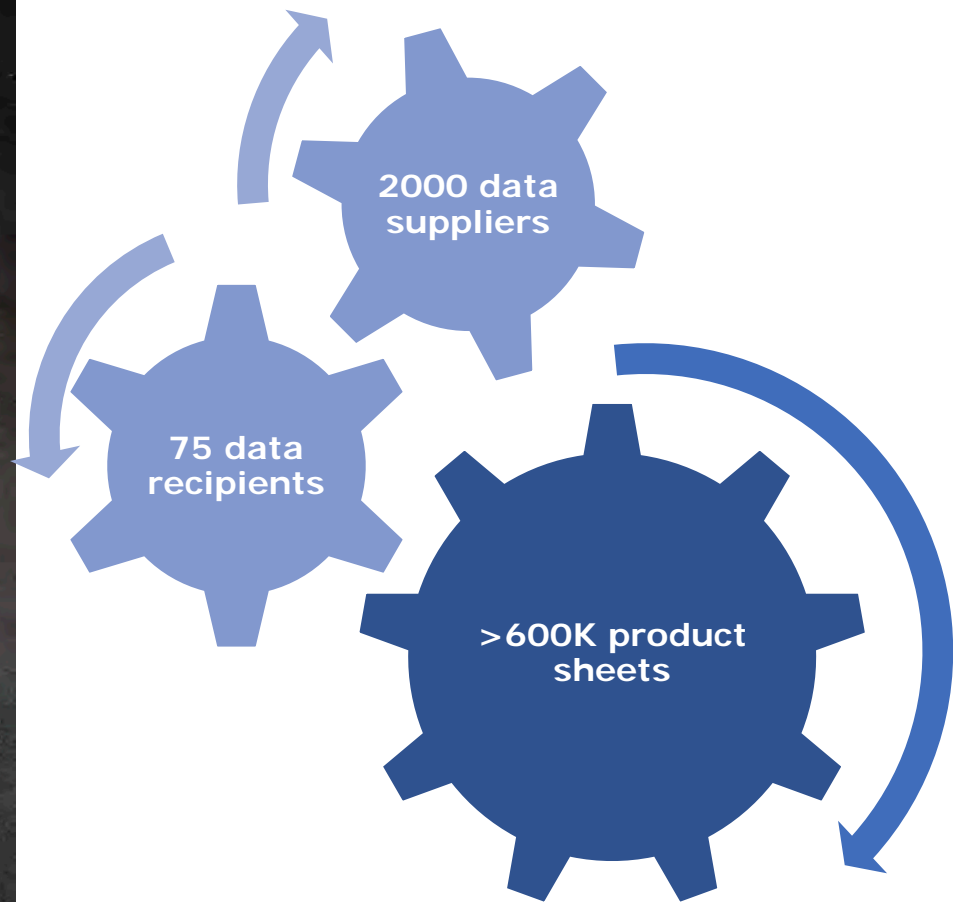
FIC Regulation 1169/2011



trustbox®







1

Coca-Cola
EUROPACIFIC
PARTNERS

Product Bottling

Sales & Distribution

Customer Management

In-outlet Execution
& Local Marketing

Coca-Cola
EUROPACIFIC
PARTNERS

2



Brand Owners

Concentrate Supply

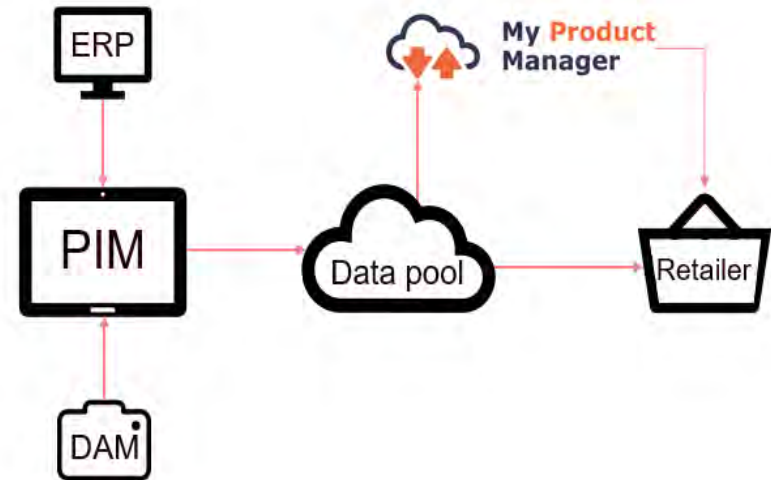
Brand & Portfolio
Development

Consumer Marketing

**STRONG
ALIGNMENT**

Coca-Cola Belux: Master Data Management

- 1 One **PIM**, one source of truth, all markets, all connected via GDSN
- 2 Centralized **expertise** – all markets, one team, many specifics
- 3 Focus on **data quality** - custom CCEP enhanced GDS data validations



FOR SUPPLIERS: Goal of this list is to give GS1 better insight in what information can be found in the supplied documents / files. Do list all documents / files supplied to GS1 that give insight in which product master data your retailers currently request via other channels than MPM/ GDSN.				
company name	Coca-Cola Europacific Partners			
name contact person	Hilde De Geest			
e-mail contact person	hdegeest@ccep.com			
business phone# contact person				
document / file name	description supplied information	channels / tools via master data is requested	applicable type(s) of products	applicable target market(s)
#				
retailer A	EAN/marketing information	Email	FMCG/Beverages	BELUX
retailer B	A lot - SKU numbers/EANs/logistic info/country of origin/commodity	Email	FMCG/Beverages	BELUX
retailer C	A lot - EANs/descriptions/marketing/commodity codes/% alcohol	Email	FMCG/Beverages	BELUX
retailer D	A lot - EANs/logistics info	Email	FMCG/Beverages	BELUX
retailer E	A lot - EANs/logistics info	Email	FMCG/Beverages	BELUX
Colruyt	Confidential information (eg price)	GDSN/MPM	FMCG/Beverages	BELUX
7				

The future is now

