



The Global Language of Business

# How GS1 can help your company in meeting 21 century consumer demands

GS1 Macedonia Conference 2017  
June 21<sup>st</sup> 2017

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Speaker(s): David Smith, GS1 Global Office

# Introduction to GS1



# The global language of business

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# Why do we need global omni-channel standards?

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**GS1 standards** make it easy for people to discover and purchase products wherever they are so that you can...

**Grow the Business**

**Reduce Costs**

**Leverage  
Consumer Insights**

**Manage Risk**

# What is the biggest challenge?

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**Web-Ready Products**

**Inventory Visibility**

**Fulfilment Strategy**

**Business Intelligence**

**Risk & Compliance**

**Grow the Business**

**Reduce Costs**

**Leverage  
Consumer Insights**

**Manage Risk**

# How GS1 helps

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**Better Search Results**

**Improved Product  
Information**

**Optimised Consumer  
Fulfilment**

**Smarter Analytics**

**Safer Products, Fewer  
Counterfeits**

**Grow the Business**

**Reduce Costs**

**Leverage  
Consumer Insights**

**Manage Risk**



# Why are GS1 Standards Important?



# The barcode

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# 21<sup>st</sup> Century Retailing

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**70% of all sales**  
**are influenced by**  
**information consumers**  
**find on the web.**



# How do consumers search the web today?



Google Search

I'm Feeling Lucky

Type words into search



Speak into device



Use location-based searching

Apps



TV content provider

# What about searching for products?



Google Search

I'm Feeling Lucky

“red ballet shoes size 6



Retailer app



“Add  
carrots  
To my  
online  
order”

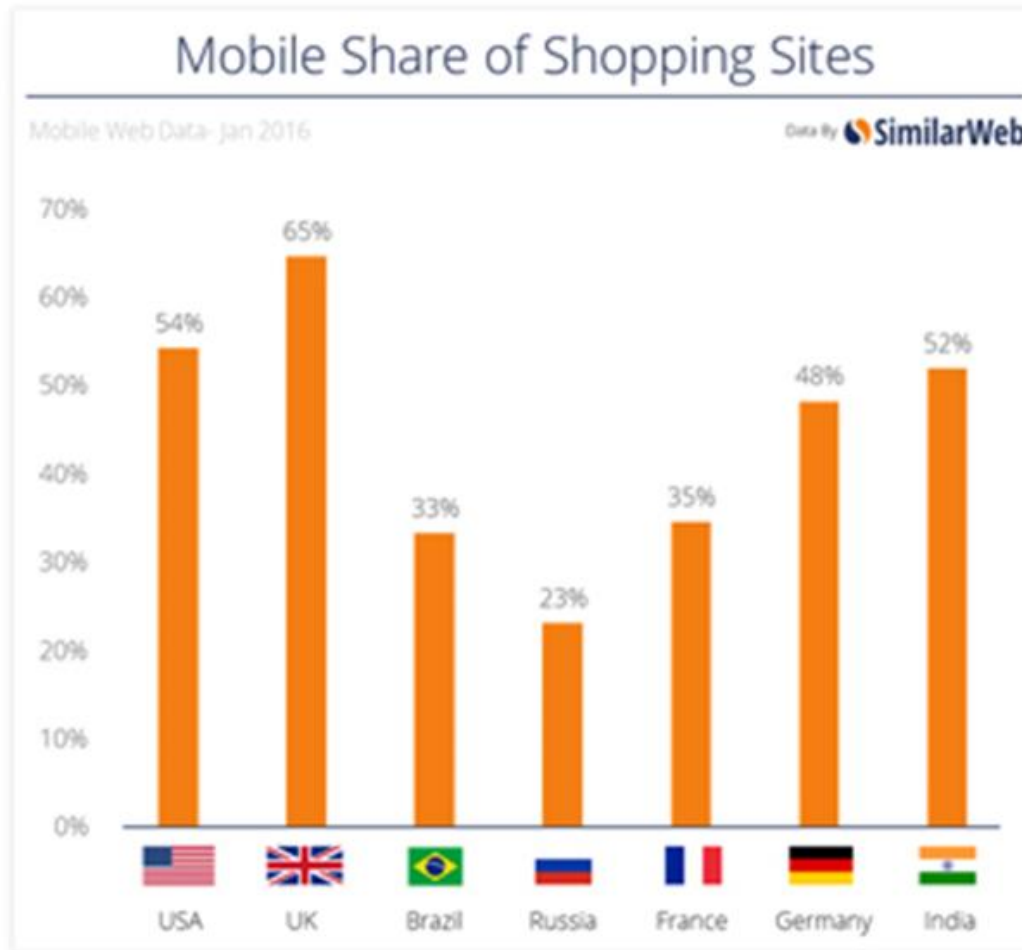


Nearest shop selling...



Latest “Star Wars”

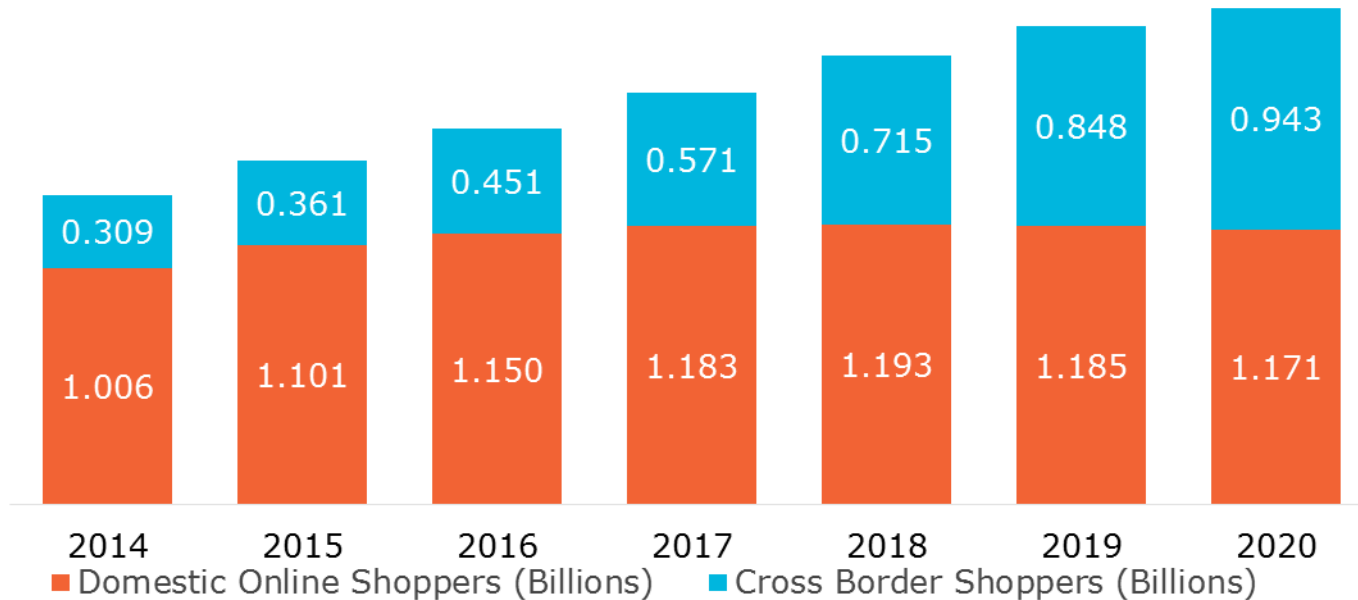
# 21<sup>st</sup> Century Retailing



**77% of shoppers use a mobile device whilst in-store**

# 21<sup>st</sup> Century Retailing

**MORE THAN 900 MILLION CONSUMERS (45% OF ALL ONLINE SHOPPERS) WILL PURCHASE PRODUCTS INTERNATIONALLY BY 2020**



Source: Alizila 2015

# 21<sup>st</sup> Century Retailing

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**Global marketplaces are expected to own nearly 40% of online retail market in 2020.**

**\* Source: Rise of the Global Market Places research conducted by Ecommerce Foundation and Nyenrode Business University**

# 21<sup>st</sup> Century Retailing

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# 21<sup>st</sup> Century Retailing

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## Two of the big players

- 162 million active buyers
- 800 million listings worldwide
- 314 million mobile app downloads
  
- 244 million active customer
- 54 million Prime customers
- 44% of buyers start their search on Amazon\*
- 48% products sold by marketplace retailers



\* <http://venturebeat.com>



# 21<sup>st</sup> Century Retailing

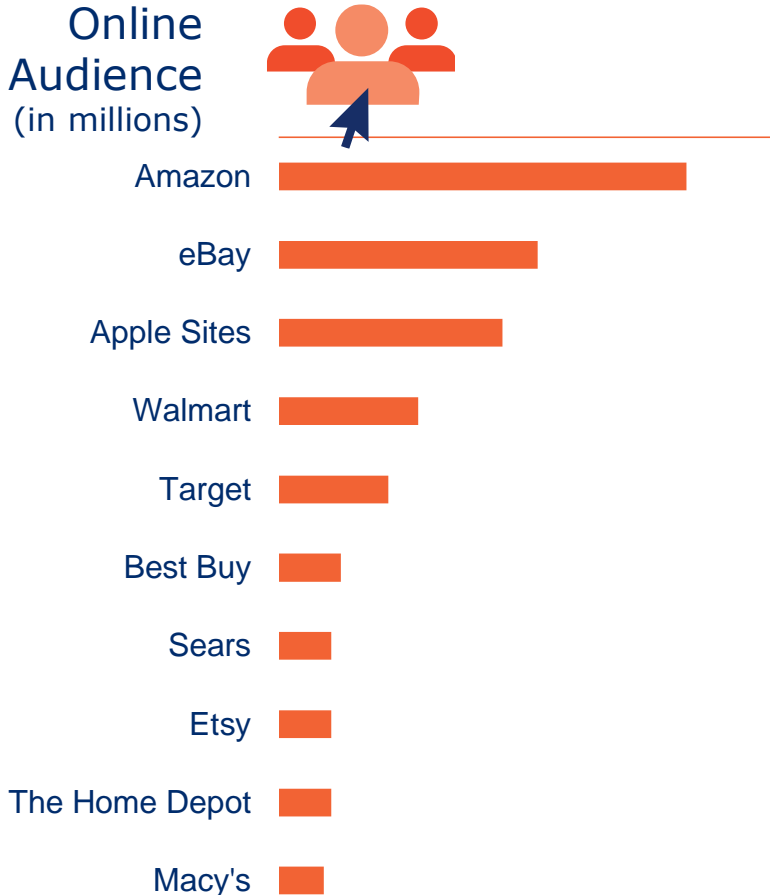
---

## **Local Marketplaces are becoming the go-to destination for online shoppers**

- 60% of Polish ecommerce transactions take place on Allegro
- 80% = Alibaba's share of the Chinese ecommerce market
- 83% of ecommerce in India is represented by the big three marketplaces – Flipkart, Amazon, Snapdeal
  
- Amazon.de
  - Over 31 million users but 20% of sellers are from the UK
- La Redoute.fr
  - 50% of French online shoppers looking for fashion visit La Redoute
  - 35% of online shoppers in France are La Redoute's clients

# 21<sup>st</sup> Century Retailing

## Top retailers rely on GS1



**Amazon, eBay, Walmart, Apple iTunes and Google require or endorse GS1 identification for product listing.**

*The GS1 US GTIN Validation Guide is an important tool for improving the quality of product data and the relevance of online and mobile search results.* — Walmart

*The GTIN Validation Guide will help eBay find and resolve incorrect, duplicate and conflicting product information, improving visibility for merchant offers and enhancing the consumer search experience.* — eBay

*GS1 standards have been very valuable in our efforts to improve the online shopping experience by harmonising product data and eliminating inaccuracies.* — Google

Source: comScore, Inc., March 2014



# The barcode

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# E-Commerce today

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**70% of all sales** are influenced by information consumers find on the web.

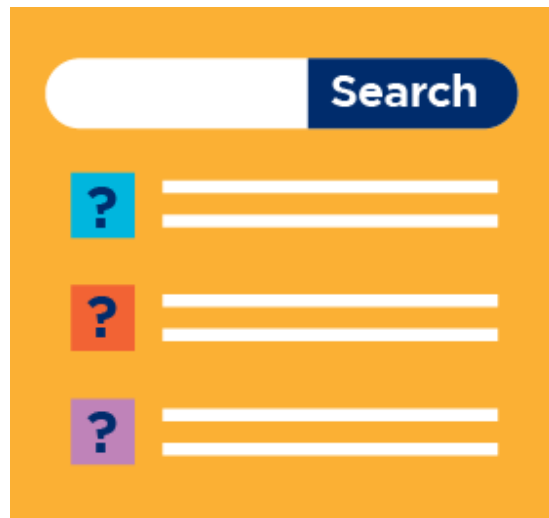
**87% of consumers** say accurate, rich, and complete product content is very important when deciding what to buy.



# Why is GS1 SmartSearch needed?

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It is **difficult** for companies to keep information about the products they make or sell visible across the web via:



**Search engines**



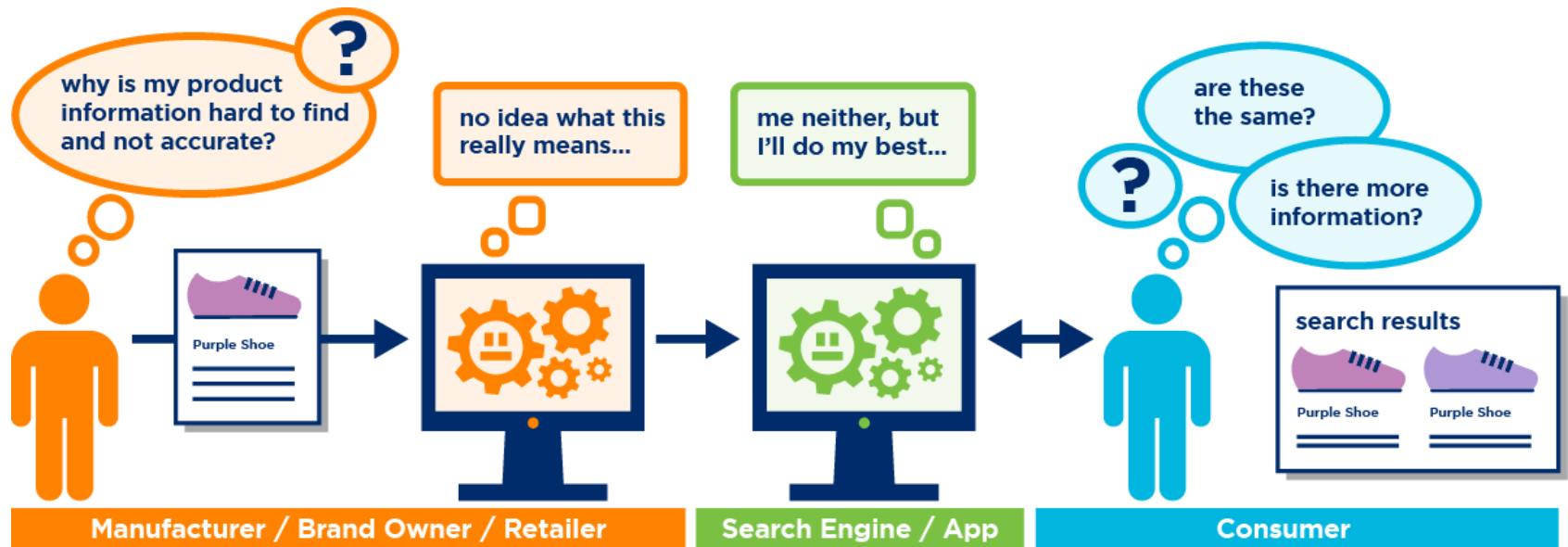
Manufacturer and retailer websites



Other digital channels that contain product information such as social media and price comparison

# Why is GS1 SmartSearch needed?

**Current Situation:** online product information is not provided consistently in a structured, machine-readable format



# Unstructured vs. structured data

```
<!DOCTYPE html> <html lang="en"> <meta charset="ISO-8859-1"> <head> <!-- Page mode:
mode IncludeHTMLFlag = True, mode IncludeJSONFlag = True -->
<meta charset="UTF-8"> <title>Beko Wmb51021w Washing Machine With 5kg Load, 1000rpm Spin And
A+ Energy Rating In
White</title> <link rel="stylesheet" type="text/css" href="..//sstyle.css">

</head> <body> <hr /> <gcse:search/> </gcse:search> <hr /> <div itemscope
itemtype="http://schema.org/Product"> <table
class="maintable" id="productstable" border="1"> <tr><td>GTIN:</td><td colspan="500"><div
itemprop="gtin13" id="gtin13">5023790028851</div></td></tr><tr><td>Name:</td><td><div
itemprop="name" id="productName">Beko Wmb51021w Washing Machine With 5kg Load, 1000rpm Spin
And A+ Energy Rating In White</div></td></tr><tr><td>Offer information:</td><td><div
itemprop="offers" itemscope itemType="http://schema.org/Offer"><table class="offerstable"
border="1"> <tr><td>Price:</td><td><div itemprop="price" id="price">1199.99</div><meta
itemprop="priceCurrency" content="GBP" /></td></tr><tr><td>Availability:</td><td><meta
itemprop="availability" href="http://schema.org/InStock"/>yes</td></tr></table>
</td></tr></div> <tr><td>Image:</td><td></td></tr>
<tr><td>categoryId:</td><td><div id="categoryId"></div>1012</td></tr><tr><td>breadcrumb:</td>
<td><div id="breadcrumb"></div>Home Electrical > Large
Appliances > Washing Machines > All Washing Machines</td></tr><tr><td>sku:</td><td><div
id="sku"></div>375-9628</td></tr><tr><td>productId:</td><td><div
id="productId"></div>16184</td></tr><tr><td>dateLastUpdated:</td><td><div
id="dateLastUpdated"> </div>2016-01-27 02:45:36</td></tr>
<tr><td>brand:</td><td><div id="brand"></div>Beko</td></tr><tr><td>model:</td><td><div
id="model"></div></td></tr><tr><td>priceWas:</td><td><div id="priceWas"></div></td></tr>
<tr><td>imageUrl:</td><td><div id="imageUrl"></div>http://tesco.scene7.com/is/image/tesco/375-
9628_PI_1000319MN?wid=493&amp;ht=538</td></tr><tr><td>
<tr><td>standardDeliveryCost:</td><td><div id="standardDeliveryCost"></div>4.99</td></tr>
<tr><td>standardDeliveryTime:</td><td><div id="standardDeliveryTime"></div>within 7
days</td></tr>
<tr><td>ageGroup:</td><td><div id="ageGroup"></div></td></tr>
<tr><td>gender:</td><td><div id="gender"></div></td></tr>
<tr><td>colours:</td><td><div id="colours"></div></td></tr>
<tr><td>sizes:</td><td><div id="sizes"></div></td></tr>
<tr><td>isSale:</td><td><div id="isSale"></div>no</td></tr>
<tr><td>isAgeRestricted:</td><td><div id="isAgeRestricted"></div>no</td></tr>
<tr><td>isSpecialOffer:</td><td><div id="isSpecialOffer"></div>no</td></tr>
<tr><td>tescoExclusive:</td><td><div id="tescoExclusive"></div></td></tr>
<tr><td>guarantee:</td><td><div id="guarantee"></div>12
months</td></tr>
<tr><td>userRating:</td><td><div id="userRating"></div>0.0</td></tr>
<tr><td>userReviewCount:</td><td><div
id="userReviewCount"></div></td></tr>
<tr><td>seller:</td><td><div id="seller"></div>Hughes</td></tr>
<tr><td>clubcardPoints:</td><td><div id="clubcardPoints"></div>199</td></tr>
<tr><td>keywords:</td><td><div id="keywords"></div>beko,
wmb51021w, washing, machine, 5kg, load, 1000rpm, spin, energy, rating, white,
3759628</td></tr>
<tr><td>inStock:</td><td><div id="inStock"></div>yes</td></tr>
<tr><td>features:</td><td><div id="features"></div></td></tr>
<tr><td>featureList:</td><td><div id="featureList"></div></td></tr>
</tr></table></div>
```

```
<!DOCTYPE html> <html lang="en"> <head> <!-- Page mode: mode IncludeHTMLFlag = True,
mode IncludeJSONFlag = True -->
<meta charset="UTF-8"> <title>Beko Wmb51021w Washing Machine With 5kg Load, 1000rpm Spin And
A+ Energy Rating In
White</title> <link rel="stylesheet" type="text/css" href="..//sstyle.css">
<script type="application/ld+json" id="datablock1">
{
  "gs1:categoryId": "1012",
  "gs1:breadcrumb": "Home Electrical > Large Appliances > Washing Machines > All Washing Machines",
  "gs1:sku": "375-9628",
  "gs1:gtin13": "5023790028851",
  "gs1:productName": "Beko Wmb51021w Washing Machine With 5kg Load, 1000rpm Spin And A+ Energy Rating In White",
  "gs1:productId": "16184",
  "gs1:largeImageUrl": "http://tesco.scene7.com/is/image/tesco/375-9628_PI_1000319MN?wid=2000&amp;ht=2000",
  "gs1:dateLastUpdated": "2016-01-27 02:45:36",
  "gs1:brand": "Beko"
}
{
  "gs1:model": "",
  "gs1:price": "199.99",
  "gs1:priceWas": "",
  "gs1:imageUrl": "http://tesco.scene7.com/is/image/tesco/375-9628_PI_1000319MN?wid=493&amp;ht=538",
  "gs1:standardDeliveryCost": "4.99",
  "gs1:standardDeliveryTime": "within 7 days",
  "gs1:ageGroup": "",
  "gs1:gender": "",
  "gs1:colour": "White",
  "gs1:sizes": "",
  "gs1:isSale": "no",
  "gs1:isAgeRestricted": "no",
  "gs1:isSpecialOffer": "no",
  "gs1:tescoExclusive": "no",
  "gs1:guarantee": "12 month",
  "gs1:userRating": "0.0",
  "gs1:userReviewCount": "",
  "gs1:seller": "Hughes",
  "gs1:clubcardPoints": "199",
  "gs1:keywords": "beko, wmb51021w, washing, machine, 5kg, load, 1000rpm, spin, energy, rating, white, 3759628",
  "gs1:inStock": "yes",
  "gs1:features": [{"@type": "gs1:feature", "gs1:featurevalue": [{"@type": "feature", "featureseq": "1", "featurename": "40DegreeWashTimeMins", "featurevalue": "159"}, {"@type": "feature", "featureseq": "2", "featurename": "60DegreeWashTimeMins", "featurevalue": "159"}, {"@type": "feature", "featureseq": "3", "featurename": "airingfreshCycle", "featurevalue": "N"}, {"@type": "feature", "featureseq": "4", "featurename": "capacityDryingUom", "featurevalue": "No drier"}, {"@type": "feature", "featureseq": "5", "featurename": "capacityWashThroughDryUom", "featurevalue": "No drier"}, {"@type": "feature", "featureseq": "6", "featurename": "capacityWashing", "featurevalue": "5 kg"}, {"@type": "feature", "featureseq": "8", "featurename": "delayTimer", "featurevalue": "Y"}, {"@type": "feature", "featureseq": "9", "featurename": "digitalDisplay", "featurevalue": "N"}]}
}
```



# Unstructured: HTML

```
<!DOCTYPE html> <html lang="en"> <meta charset="ISO-8859-1"> <head> <!-- Page mode:
mode.IncludeHTMLFlag = True, mode.IncludeJSONFlag = True -->
<meta charset="UTF-8"> <title>Beko Wmb51021w Washing Machine With 5kg Load, 1000rpm Spin And
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itemtype="http://schema.org/Product"> <table
class="maintable" id="productstable" border="1"> <tr><td>GTIN:</td><td colspan="500"><div
itemprop="gtin13" id="gtin13">5023790028851</div></td></tr><tr><td>Name:</td><td><div
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</td></tr></div> <tr><td>Image:</td><td></td></tr>
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</td><td><div id="breadcrumb">
</div>Home Electrical > Large
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standardDeliveryCost:</td><td><div id="standardDeliveryCost"></div>4.99</td></tr>
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<tr><td>gender:</td><td><div id="gender"></div></td></tr>
<tr><td>colours:</td><td><div id="colours"></div></td></tr>
<tr><td>isSale:</td><td><div id="isSale"></div>no</td></tr>
<tr><td>isAgeRestricted:</td><td><div id="isAgeRestricted"></div>no</td></tr>
<tr><td>isSpecialOffer:</td><td><div id="isSpecialOffer"></div>no</td></tr>
<tr><td>tescoExclusive:</td><td><div id="tescoExclusive"></div>no</td></tr>
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<tr><td>keywords:</td><td><div id="keywords"></div>beko,
wmb51021w, washing, machine, 5kg, load, 1000rpm, spin, energy, rating, white,
3759628</td></tr>
<tr><td>inStock:</td><td><div id="inStock"></div>yes</td></tr>
<tr><td>features:</td><td><div id="features"></div>
<tr><td>featureList:</td><td><div id="featureList"></div>
<tr><td>washTimeMins:</td><td><div id="washTimeMins"></div>159</td></tr>
<tr><td>washTimeMins:</td><td><div id="washTimeMins"></div>60</td></tr>
```

```
<tr><td>categoryId:</td><td><div
id="categoryId"></div>1012</td></tr>
<tr><td>breadcrumb:</td>
<td><div id="breadcrumb">
</div>Home Electrical > Large
Appliances > Washing Machines >
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<tr><td>sku:</td><td><div
id="sku"></div>375-9628</td></tr>
<tr><td>productId:</td><td><div
id="productId"></div>16184</td></tr>
<tr><td>dateLastUpdated:</td><td><div
id="dateLastUpdated">
```

# Structured: GS1 SmartSearch

```
<!DOCTYPE html> <html lang="en"> <head> <!-- Page mode: mode IncludeHTMLFlag = True, mode IncludeJSONFlag = True -->
<meta charset="UTF-8"> <title>Beko Wmb51021w Washing Machine With Skg Load, 1000rpm Spin And A+ Energy Rating In White</title> <link rel="stylesheet" type="text/css" href="..//sstyle.css">
<script type="application/ld+json" id="datablock1">
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  "gs1:breadcrumb": "Home Electrical > Large Appliances > Washing Machines > All Washing Machines",
  "gs1:sku": "375-9628",
  "gs1:gtin13": "5023790028851",
  "gs1:productName": "Beko Wmb51021w Washing Machine With Skg Load, 1000rpm Spin And A+ Energy Rating In White",
  "gs1:productId": "16184",
  "gs1:largeImageUrl": "http://tesco.scene7.com/is/image/tesco/375-9628_PI_1000319MN?wid=2000&amp;h=2000",
  "gs1:dateLastUpdated": "2016-01-27 02:45:36",
  "gs1:brand": "Beko"
}
"gs1:model": "",
"gs1:price": "199.99",
"gs1:priceWas": "",
"gs1:imageUrl": "http://tesco.scene7.com/is/image/tesco/375-9628_PI_1000319MN?wid=493&amp;h=538",
"gs1:standardDeliveryCost": "4.99",
"gs1:standardDeliveryTime": "within 7 days",
"gs1:ageGroup": "",
"gs1:gender": "",
"gs1:colour": "White",
"gs1:sizes": "",
"gs1:isSale": "no",
"gs1:isAgeRestricted": "no",
"gs1:isSpecialOffer": "no",
"gs1:tescoExclusive": "no",
"gs1:guarantee": "12 month",
"gs1:userRating": "0.0",
"gs1:userReviewCount": "",
```

```
"gs1:price": "199.99",
"gs1:priceWas": "",
"gs1:standardDeliveryCost": "4.99",
"gs1:standardDeliveryTime": "within 7 days",
"gs1:ageGroup": "",
"gs1:gender": "",
"gs1:colour": "White",
```

Washing machine, 5kg load, 1000rpm spin, energy rating, white, 3759628",

```
gs1:featurevalue": [
  "featurename": "40DegreeWashTimeMins", "featurevalue": "159"},
  "featurename": "60DegreeWashTimeMins", "featurevalue": "159"},
  "featurename": "airingfreshCycle", "featurevalue": "N"},
  "featurename": "capacityDryingUom", "featurevalue": "No drier"},
  "featurename": "capacityWashThroughDryUom", "featurevalue": "No drier"},
  "featurename": "capacityWashing", "featurevalue": "5 kg"},
  "featurename": "delayTimer", "featurevalue": "Y"},
  "featurename": "digitalDisplay", "featurevalue": "N"}]
```

# How does GS1 SmartSearch help?

**With GS1SmartSearch :** computers can understand and process product information consistently



# How does it work?

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It enables web developers to include **standardised and structured product information** in web pages so that it is usable by search engines.



# What does it look like to consumers?

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**To consumers,** a web page with GS1 SmartSearch looks no different from a page without.

## Without GS1 SmartSearch

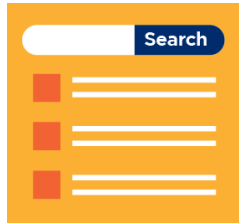


## With GS1 SmartSearch



# What does it look like to search engines?

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**To search engines,** a web page with GS1 SmartSearch contains structured data it can easily add to its index.

## Without GS1 SmartSearch

### Product Data

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Fast Runner Colour Purple  
Girls Style 33-42 Size

## With GS1 SmartSearch

### Product Data

---

**Product Name** = Fast Runner  
**Colour** = Purple  
**Style** = Girls  
**Sizes available (EU)** = 33-42  
**GTIN** = 00614141003211

# GS1 Web Vocabulary



## GS1 Web Vocabulary

<http://gs1.org/voc/>

The [GS1 SmartSearch standard](#) allows businesses to benefit from:

- Better search results for consumers to find the products and information they need.
- Greater visibility of their products in online searches.
- Improved, accurate online product information.
- Shared product information via consumer-facing mobile devices and websites, which ultimately drive sales.

Further information and support tools for the [GS1 SmartSearch](#) are available.

This site documents one technical aspect of GS1 SmartSearch - the GS1 Web Vocabulary. The initial focus of the GS1 Web Vocabulary is consumer facing properties for clothing, shoes, food beverage/tobacco and properties common to all products. Food/Beverage/Tobacco properties will include properties related to EU 1169 as defined in the GDSN and GS1 Source Standards. In addition, the vocabulary includes the definition of parties and of a product offer (a product offered by a party for a price). Properties and their definitions come from existing GS1 standards including GDSN, GS1 Source and GPC. Exceptions to this rule include the definition of Offer which does not exist in any of the above standards.

- [Browse all classes](#)
- [Browse all properties](#)
- [Browse all type codes](#)



[GS1 Web Vocabulary](#) / [All Classes](#) / [Food Beverage Tobacco Product](#)

## Food Beverage Tobacco Product

<http://gs1.org/voc/FoodBeverageTobaccoProduct>

A food, beverage or tobacco product.

↑ A subclass of [gs1:Product](#)

↓ Has subclasses: [gs1:Beverage](#), [gs1:FruitsVegetables](#), [gs1:MeatPoultry](#), [gs1:MilkButterCreamYogurtCheeseEggsSubstitutes](#), [gs1:Seafood](#)

### Properties of [gs1:FoodBeverageTobaccoProduct](#)

Property	Expected Type	Description
Allergen Specification Agency <a href="#">gs1:allergenSpecificationAgency</a>	<a href="#">rdf:langString</a>	The agency or other organization that defines or manages the criteria for allergen containment.



# Endorsement of schema.org

## First schema.org external extension





# Why the importance of the Schema.org endorsement?

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- By 2010, there were billions of web pages and search engines were having difficulty understanding all this information.
- Schema.org set up in 2011 by Microsoft, Google, Yahoo! and Yandex to “create and support a common set of schemas for structured data markup on web pages”.
- Schema.org categorises all the world’s information into 8 classes:

## Action

Something that happens to a direct object

## Creative Work

Describes entities such as books, software programs

## Event

Something that happens at a certain time and location

## Intangible

Describes things you can’t touch, such as web addresses and airline flight numbers

## Organisation

An entity such as a school, club, or corporation

## Person

Someone who is alive, dead, undead, or fictional

## Place

Entities that have a somewhat fixed, physical extension

## Product

A physical item or service

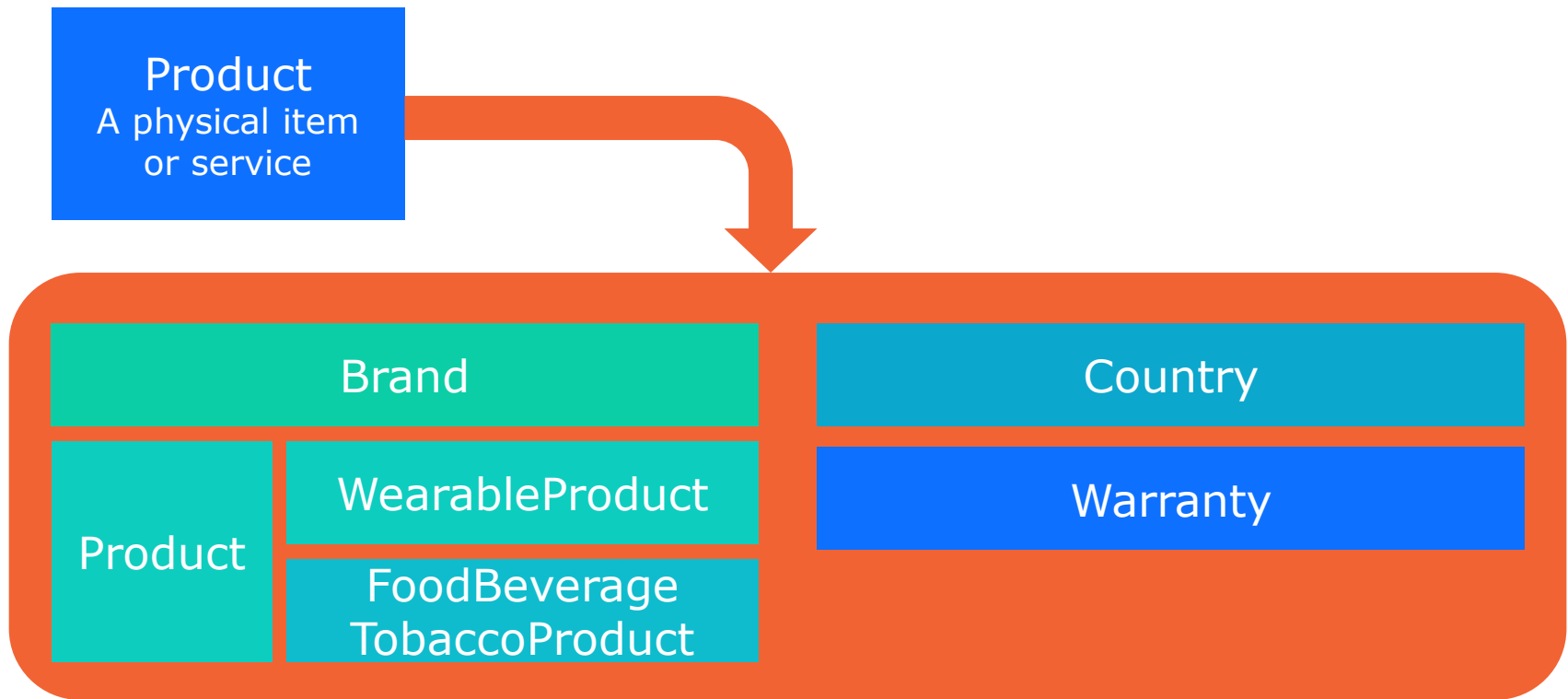
# Schema.org

- However, the Product class only has attributes for basic product information such as name, brand, GTIN and price.

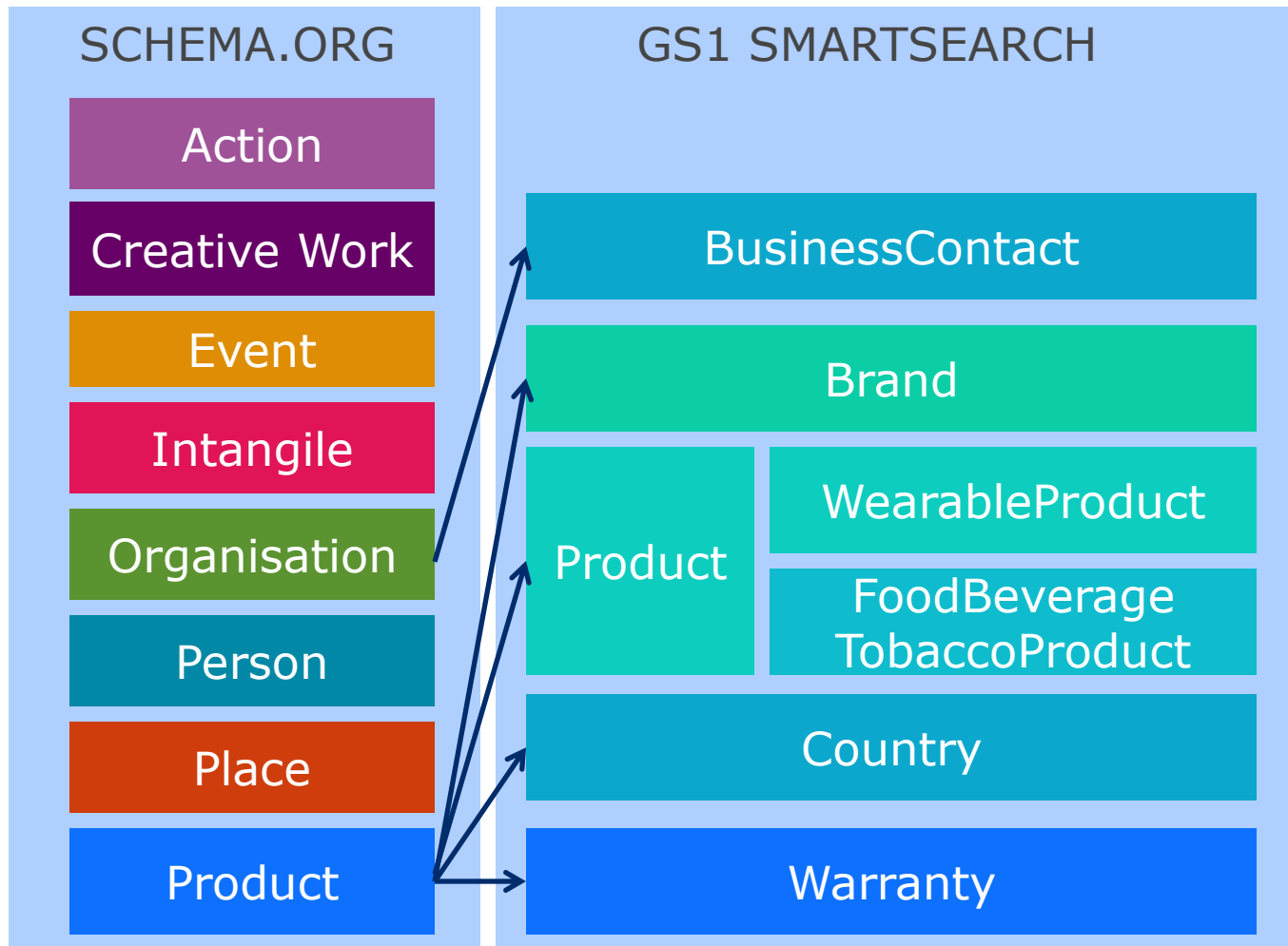


# GS1 SmartSearch Heritage

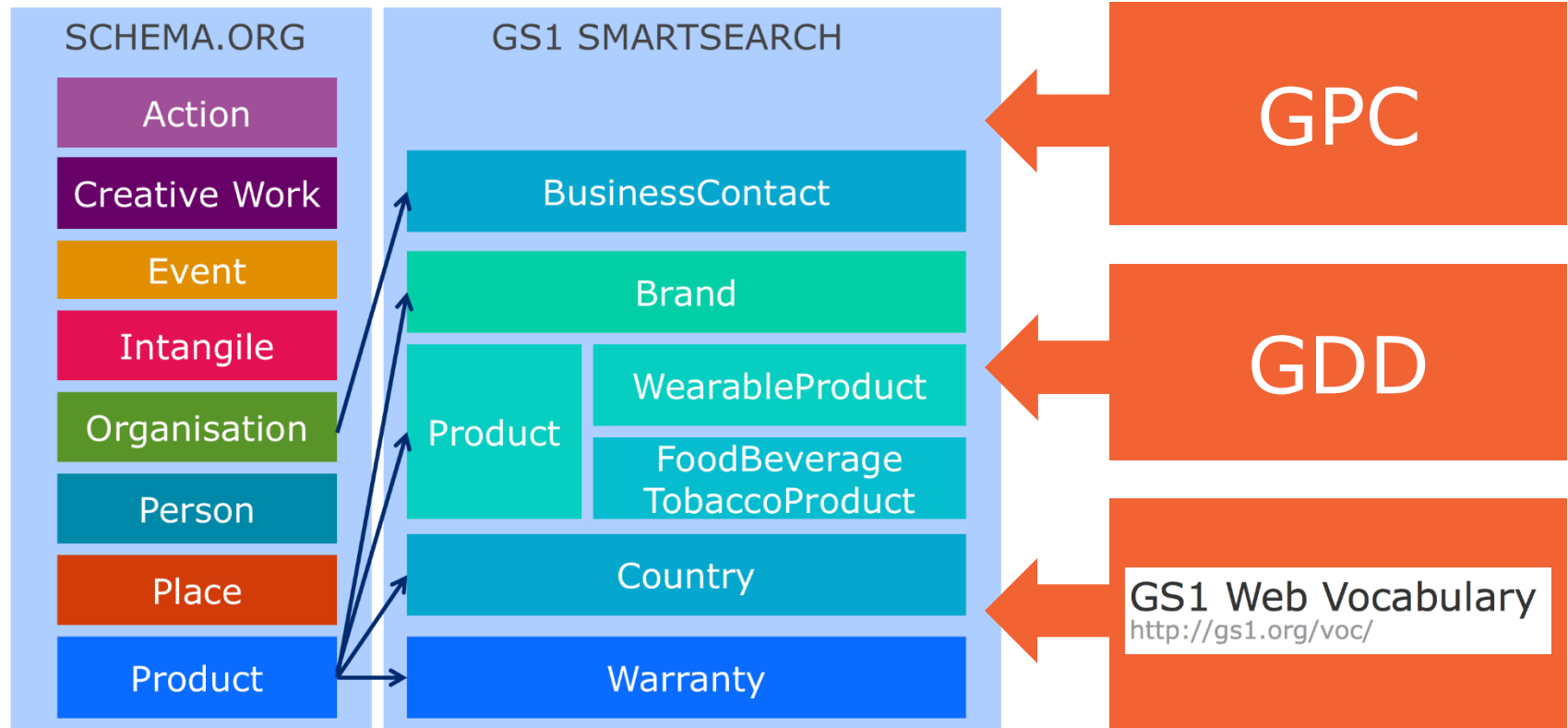
**GS1 SmartSearch** extends the Product Class to hundreds of new attributes describing products:



# From Schema.org to GS1 SmartSearch



# GS1 SmartSearch Origins



# Google and Structured Data

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Simplify product feed management  
using structured data on your website

# Google Structured Data Testing Tool

The screenshot shows a web browser window with the URL <https://search.google.com/structured-data/testing-tool>. The page title is "Google Structured Data Testing Tool". A modal dialog titled "Test your structured data" is open, featuring two tabs: "FETCH URL" (selected) and "CODE SNIPPET". The "FETCH URL" tab contains a text input field with a globe icon and the placeholder text "Enter a URL", and a green "RUN TEST" button below it. At the bottom of the modal, there are two links: "Explore the [Search Gallery](#)." and "[Find out more about this tool.](#)".

# Behind The Scenes: What Google Sees

http://www.tesco.com/groceries/product/details/?id=258221504

NEW TEST

```
1 <!DOCTYPE html><html lang="en-GB" dir="ltr" xmlns="http://www.w3.org/1999/xhtml">
<head><meta http-equiv="X-UA-Compatible" content="IE=10" /><title>Nestle
Shreddies Cereal 500G - Groceries - Tesco Groceries</title><link rel="Home"
href="http://www.tesco.com/groceries/" title="Tesco Homepage" /><link rel="Index"
href="http://www.tesco.com/groceries/" title="Tesco Homepage" /><link
rel="Accessibility" href="http://www.tesco.com/groceries/accessibility.aspx"
title="Tesco Accessibility Help" /><link rel="checkout"
href="https://secure.tesco.com/groceries/checkout/" title="Checkout" /><link
rel="alternate" type="application/rss+xml" title="Tesco.com RSS feed"
href="http://www.tesco.com/rss/" /><link rel="shortcut icon"
href="http://www.tesco.com/favicon.ico" /><meta name="description"
content="Tesco.com, the UK's leading online grocery shopping service. Our online
supermarket will allow you to order fresh food, organic food and other groceries
over the Internet within the UK and have them delivered to your home. The site
also offers a huge range of other goods and services including gifts, books,
CD's, DVD's and computer games, plus loans, mortgages, insurance, credit cards
and savings accounts." /><meta name="keywords" content="Groceries,Nestle
Shreddies Cereal 500G," /><meta name="productdata" content="
{&quot;name&quot;:&quot;Nestle Shreddies Cereal
500G&quot;,&quot;productId&quot;:258221504,&quot;clientId&quot;:258221504,&quot;b
aseProductId&quot;:51613729,&quot;available&quot;:false,&quot;selected&quot;:fals
e,&quot;isDetailProduct&quot;:true,&quot;inProductList&quot;:false,&quot;inPromot
ionList&quot;:false,&quot;inAlternativeList&quot;:false,&quot;inPromotionAlternat
ivesList&quot;:false,&quot;mediumImage&quot;:&quot;http://img.tesco.com/Groceries
/pi/205/5011476100205/IDShot_110x110.jpg&quot;,&quot;thumbnailImage&quot;:&quot;h
ttp://img.tesco.com/Groceries/pi/noimage_45x45.png&quot;,&quot;units&quot;:1,&quo
t;defaultUnits&quot;:1,&quot;defaultWeight&quot;:0,&quot;isLooseWeightOrQuantity&
quot;:false,&quot;quantityMode&quot;:&quot;quantity&quot;,&quot;maxUnits&quot;:99
,&quot;price&quot;:1.24,&quot;abbr&quot;:&quot;g&quot;,&quot;isPermanentlyUnavail
able&quot;:false,&quot;hasSubstitution&quot;:false,&quot;isRestrictedOrderAmendme
nt&quot;:false,&quot;isRestrictedDelivery&quot;:false,&quot;isTimeRestrictedDeliv
```

gs1:FoodBeverageTobaccoProduct

All (1)

gs1:FoodBeverageTobaccoProduct		0 ERRORS	0 WARNINGS	
@type	gs1:FoodBeverageTobaccoProduct			
gtin	721864843908			
productId	GFC000867			
productName	Shreddies Original 500g			
regulatedProductName	Shreddies Original 500g			
productRange	Shreddies			
productDescription	Whole wheat fortified malted cereal			
productMarketingMessage	Whole wheat fortified malted cereal. Whole grain goodness weaved into delicious malty squares, for a satisfyingly crunchy bite! Follow the Shreddies Knitting Nanas @ www.facebook.com/knittingnanas for a bit of a giggle!			
gpcCategoryCode	30001562			
descriptiveSize	27.8 x 26.8 x 21.2 cm			
ingredientOfConcern	MAY CONTAIN NUTS			
foodBeverageTargetUseApplicationCode	gs1:FoodBeverageTargetUseCode-BREAKFAST			





# Our work with Dolce Gusto and Tesco

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# Results

Google coffee capsules

All Shopping Images News Videos More Settings Tools

About 5,570,000 results (0.66 seconds)

Shop for coffee capsules on Google

Sponsored

Dolce Gusto Cappuccino  
NOK56.00  
Kolonial.no

Dolce Gusto Cafe Au Lait  
NOK59.30  
Kolonial.no

Nescafé Dolce Gusto Café Au Lait Kaffekapsler  
NOK53.00  
KitchenOne.no

Ethical Coffee Company - MaxiCoffee.com  
[www.maxicoffee.com/](http://www.maxicoffee.com/)  
Découvrez Notre Gamme de Capsules Spécialiste Café n°1 sur Internet  
 Paiement sécurisé · Expédition 24H · Large Gamme · Prix compétitifs  
Types: Machines Automatiques, Café Filtre, Espresso Automatique

Top 10 Coffee Pods - ebay.com  
[www.ebay.com/](http://www.ebay.com/)  
Looking for Coffee Capsules? Pay by card without PayPal account!

Coffee Pods & Capsules | NESCAFÉ® Dolce Gusto®  
<https://www.dolce-gusto.co.uk/coffee-pods>  
From espressos and cappuccinos, to skinny lattes & hot chocolates, NESCAFÉ® Dolce Gusto® has over 30 varieties of coffee pods to choose from.

Coffee Pods - From £11.99 for 100 - ESE Espresso & Senseo 62mm ...  
<https://thecoffeepod.co.uk/>  
The great taste of fresh ground coffee, with our ESE & Senseo coffee pods. Best Selection, great coffee, and best delivery available anywhere, nobody offers ...  
Dolce Gusto Compatible ... · ESE 44mm Coffee pods · Nespresso® Compatible ...

50 Original Nespresso Coffee Capsules (Mixed): Amazon.co.uk: Grocery  
<https://www.amazon.co.uk/Original-Nespresso-Coffee-Capsules.../dp/B0099HD3YA>  
★★★★★ Rating: 4.4 - 511 reviews  
Legal Disclaimer. Unless expressly indicated in the product description, Amazon.co.uk is not the manufacturer of the products sold on our website. While we ...

10 Sleeve Assortment | Intense Coffee Capsules & Pods | Nespresso  
<https://www.nespresso.com/uk/en/order/capsules/intense-coffee-pod-10-assortment>  
£32.80  
Experience Nespresso's intense coffees pod assortment. Whether it's decaf or not, this pack includes a wide selection of intense aromatic coffees.

Google delite prune drink

All Images Shopping Videos Maps More Settings Tools

About 130,000 results (0.88 seconds)

Delite Prune & Apple Drink 1L - Tesco Groceries  
<https://eshop.tesco.com.my/groceries/en-GB/products/7072502940>  
Tips to Delite Your Life Prune is a good source of energy and is rich in fiber both soluble and insoluble, which helps in the relieve of constipation. Eating prunes ...

Delite Prune & Blueberry Drink 6 x 250ml - Tesco Groceries  
<https://eshop.tesco.com.my/groceries/en-GB/products/7072502932>  
Water, Sucrose, Prune Juice Concentrate, Mixberries Juice Concentrate (Red Grape Concentrate, White Grape Concentrate, Blueberry Concentrate, Mulberry ...

Images for delite prune drink

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Plum Delite | Products | Optrimax  
[www.optrimax.com.sg/product-plum-delite.html](http://www.optrimax.com.sg/product-plum-delite.html)  
Plum Delite. Pickled Plum with Probiotics and Tea Mix for an effective source of dietary fibre! Whole plum, specially pickled with Probiotics, Green Tea and Pu-Er ...

DELITE Prune & Apple Drink 1 Litre | 11street Malaysia - Fruit ...  
[www.11street.my](http://www.11street.my) > Beverage > Non-carbonated Drinks > Fruit / Vegetable Juice  
DELITE Prune & Apple Drink 1 Litre Tips to Delite Your Life:- Prune is a good source of energy and is rich in fiber both soluble and insoluble, which helps in ...

DELITE Prune & Blueberry Drink 6 x 250ml | 11street Malaysia - Fruit ...  
[www.11street.my](http://www.11street.my) > Beverage > Non-carbonated Drinks > Fruit / Vegetable Juice  
DELITE Prune & Blueberry Drink 6 x 250ml Tips to Delite Your Life:- Blueberries are know for high level of antioxidant. It s also a good source of Vitamin K, C ...

DELITE Prune & Apple FD 4x6'sx250ml, 12x1L - Bestwise | Wholesale ...  
[bestwise.my/download.../beverage/delite...drink/delite-prune-apple-4x6sx250ml-12x1...](http://bestwise.my/download.../beverage/delite...drink/delite-prune-apple-4x6sx250ml-12x1...)  
26 Jan 2016 - BEVERAGE · 1. DELITE Packet Drink · 2. POLY / POLYGOLD Canned Drink · 3.



# 21<sup>st</sup> Century Retailing

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# Questions

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