Contact your local GS1 organisation:

GS1 Albania
+355 4 232073
info@gs1al.org
www.gs1al.org

GS1 Armenia
+374 10 272 622
gs1arm@am.org
www.gs1am.org

GS1 Austria
+43 1 505 86 01
office@gs1.at
www.gs1.at

GS1 Azerbaijan
+99412 4987405
ean@gs1az.org
www.gs1az.org

GS1 Belarus
+ 375 17 298 0660
info@gs1by.by
www.gs1by.by

GS1 Belgium & Luxembourg
+32 2 229 18 80
info@gs1belu.org
www.gs1belu.org

GS1 Bosnia-Herzegovina
+387 33 258 646
info@gs1bih.com
www.gs1bih.com

GS1 Bulgaria
+359 2 988 3139
gs1bulgaria@gs1bg.org
www.gs1bg.org

GS1 Croatia
+385 1 48 95 000
info@gs1hr.org
www.gs1hr.org

GS1 Cyprus
+357 2 889800
info@gs1cy.org
www.gs1cy.org

GS1 Czech Republic
+ 420 234 633145
info@gs1cz.org
www.gs1cz.org

GS1 Denmark
+45 39 27 85 27
info@gs1.dk
www.gs1.dk

GS1 Estonia
+372 660 5535
info@gs1.ee
www.gs1.ee

GS1 Finland
+358 75 756 3500
asiakaspalvelu@gs1.fi
www.gs1.fi

GS1 France
+33 1 409 554 10
infos@gs1fr.org
www.gs1.fr

GS1 Georgia
+995 32 29 4724
info@gs1ge.org
www.gs1ge.org

GS1 Germany
+49 221 947 14 - 0
info@gs1-germany.de
www.gs1-germany.de

GS1 Greece
+30 210 990 4260
info@gs1greece.org
www.gs1greece.org

GS1 Hungary
+36 1 412 3954
info@gs1hu.org
www.gs1hu.org

GS1 Iceland
+ 354 511 3011
info@gs1.is
www.gs1.is

GS1 Ireland
+353 1 208 0660
info@gs1ie.org
www.gs1.ie

GS1 Israel
+972 3 519 88 39
info@gs1il.org
www.gs1il.org

GS1 Italy
+39 02 777 2121
info@indicod-ecr.it
www.indicod-ecr.it

GS1 Kazakstan
+7 3272 756578
+7 7272 479348
info@gs1.kz
www.gs1.kz

GS1 Kyrgyzstan
+996 312 900 521
info@gs1kg.org
www.gs1kg.org

GS1 Latvia
+ 371 67830 822
gs1@gs1lv.org • gs1@gs1.lv
www.gs1lv.org • www.gs1.lv

GS1 Lithuania
+370 5 2614532
gs1@gs1lt.org
www.gs1lt.org

GS1 Macedonia
+389 2 32 54 250
gs1mk@gs1mk.org.mk
www.gs1mk.org.mk

GS1 Moldova
+373 22 21 16 69
info@gs1md.org
www.gs1md.org

GS1 Netherlands
+31 20 511 3820
info@gs1.nl
www.gs1.nl

GS1 Norway
+47 22 97 13 20
firmapost@gs1.no
www.gs1.no

GS1 Poland
+48 61 8504977
gs1pl@gs1pl.org
www.gs1pl.org

GS1 Portugal
+35 1 21 752 07 40
info@gs1pt.org
www.gs1pt.org

GS1 Romania
+40 21 3178031
office@gs1.ro
www.gs1.ro

GS1 Russia
+7 495 730 7103
info@gs1ru.org
www.gs1ru.org

GS1 Serbia
+381 11 3132 312
office@gs1yu.org
www.gs1yu.org

GS1 Slovakia
+421 41 565 11 85
info@gs1sk.org
www.gs1sk.org

GS1 Slovenia
+386 1 5898320
info@gs1si.org
www.gs1si.org

GS1 South Africa
+27 11 789 5777
info@gs1za.org
www.gs1za.org

GS1 Spain
+34 93 252 39 00
info@gs1es.org
www.gs1es.org

GS1 Sweden
+46 8 50 10 10 00
info@gs1.se
www.gs1.se

GS1 Switzerland
+41(0)58 800 70 00
mail@gs1.ch
www.gs1.ch

GS1 Turkey
+90 312 218 20 00
gs1turkey@tobb.org.tr
www.gs1tr.org

GS1 UK
+44 20 7092 3500
info@gs1uk.org
www.gs1uk.org

GS1 Ukraine
+380 44 486 0734
ean@gs1ua.org
www.gs1ua.org

GS1 Uzbekistan
+998 71 252 6604
info@gs1uz.org
www.gs1uz.org

GS1 in Europe is a collaboration of 46 GS1 member organisations. We lead the creation and implementation of harmonised, user-driven solutions for improving the supply and demand chain of European companies.

GS1 in Europe

T +33 (1) 40 95 21 79
E camille.dreyfuss@gs1eu.org
www.gs1.eu

One world. One system. One global language of business.

EU Regulation on Food Information to Consumers

WHAT YOU NEED TO KNOW!

PREAMBLE

This summary is intended for use by GS1 Member Organisations (MOs). It has been written so that it may be quoted in full or in part, in translation or in English, by MOs when they communicate with their members.

INTRODUCTION

EU Regulation 1169/2011 on the provision of food information to consumers is designed to make food labelling easier to understand, so that consumer health is protected and the consumer's right to information that allows them to make informed decisions is guaranteed. It changes existing legislation on food labelling in several ways and most of the rules must be applied by December 2014.

GS1 standards, services and solutions can help companies to comply with requirements concerning communication of product data and provisions concerning distance selling and to achieve data of good quality.

THE "MANDATORY PARTICULARS"

The following product data must be shown on the labels of pre-packaged foods:

(a) the name of the food.
(b) the list of its ingredients.
(c) any ingredient or processing aid causing allergies or intolerances used in the manufacture or preparation of a food and still present in the finished product, even if in an altered form. (A list of allergies that must be declared is given in an annex to the regulation.)
(d) the quantity of certain ingredients or categories of ingredients.
(e) the net quantity of the food.
(f) the date of minimum durability or the "use by" date.
(g) any special storage conditions and/or conditions of use.
(h) the name and address of the food business operator under whose name the food is marketed (or the importers name if the food business operator is outside the EU)
(i) the country of origin or place of provenance where provided for in Article 26;
(j) instructions for use where it would be difficult to make appropriate use of the food without such instructions;
(k) with respect to beverages containing more than 1,2 % by volume of alcohol, the actual alcoholic strength by volume;
(l) a nutrition declaration.

In addition allergens as described in (c) above must be communicated to consumers when they are present in food that is not pre-packaged but is sold either at retail or by foodservice outlets (eg. cafes and restaurants).

DISTANCE SELLING

Article 14 of the regulation states that when pre-packed foods are offered for sale by means of distance selling (usually on a website), all the same mandatory particulars, except use by date, must be available:
- in the material supporting the distance selling before the purchase is concluded;
- and at the moment of delivery.

The business whose name is used to market the food should provide the necessary data to the on-line retailer in advance (although this is not a legal requirement), so that web-pages including the information can be designed. Communication of GS1 standard data through the channels recommended by GS1 (see below) normally ensures the data is available appropriately.

COMMUNICATING THE DATA BETWEEN TRADING PARTNERS

The regulation makes the business whose name is used to market the food responsible for the presence and accuracy of the required information, but others such as suppliers to food manufacturers, suppliers of food in bulk and food retailers also have responsibilities. This requires effective communication of product data along the supply chain. All the mandatory particulars in the regulation can be communicated using GS1 standard data and this is the best way to ensure that all companies in the supply chain can understand and use each other's information.

In addition to standard data GS1 provides a number of "share" technologies to effect the communication:

- The preferred mechanism for communicating the information is via the Global Data Synchronisation Network (GDSN). A supplier who provides data to a certified data pool can make it available to any or all of his trading partners that are connected to the network and data validations are integrated.
- Some retailers are not connected to GDSN but are able to get product information relevant to consumers (as opposed to business-to-business data) from GS1 Source (Trusted Source of Data).
- GS1 also has a standard electronic data interchange (EDI) message for communicating product master data. This is the EANCOM® Price-Catalogue message (PRICAT) that also includes all the mandatory data in EU 1169/2011.

GS1 in Europe has published a table showing how the mandatory information in EU 1169/2011 corresponds to the GS1 standard data in GDSN, GS1 Source and the PRICAT message.

DATA QUALITY

Several European GS1 Member Organisations offer services that help to ensure product data is of high quality.
- Data Quality Framework: Recommendations on internal processes to support the creation of high quality master data.

- GDSN Validations: GDSN compliant Data Pools must perform many data validations and some offer additional validations for their local market.
- Quality Assurance: services comparing the product data with a sample of the product.
- Data Creation: services transcribing product information from the packaging itself and providing it electronically to on-line retailers, often bundled with with dimensions and weights and product images suitable for inclusion in web pages.

MANAGING PRODUCT CHANGES

A difficulty arises when a food is changed in a way that requires the mandatory data shown on the label to change. In these circumstances there will be a period of time when the old version of the product and the new version coexist in the supply chain. During this period it is not possible for the retailer to know if the version of the product ordered on a website will be available at the time and place the order is picked.

Significant changes to a product require allocation of a new GTIN, which increases the possibility that the correct variant can be made available for picking and, even if it is not, the retailer can recognise automatically if the version being picked is different from the version that was ordered and notify the consumer.

However some minor changes in the mandatory product data in the regulation do not require a new GTIN to be given to the changed item. Then it is not possible for the retailer to use the GTIN to distinguish between the two versions at the pick point. In these cases the consensus in the food industry is that the GTIN allocation rules should still be followed. Process controls and/or manual intervention could be used to minimise instances of mismatches between variants ordered and delivered and some enforcement agencies might show some tolerance, even though this might result in deviation from a strict interpretation of the regulation, during temporary transitions from one variant to another. If new GTINs were to be allocated to every minor variant the result would be costs, errors and inefficiencies, many of which would damage consumers' interests.

It is important to emphasise that not changing the GTIN is restricted to minor variations and if there is a chance that mistaking one variant for another could have health risks then the new variant must have a new GTIN to distinguish it. GS1 in Europe has published an advisory table showing how the GTIN allocation rules relate to the mandatory information in EU 1169/2011 and suggested interpretations of the rules. The brand owner is responsible for deciding whether or not to change the GTIN.

GS1 is developing new ways of working so that in future it will be possible to distinguish product variants without disrupting the supply chain, but it will not be possible to implement this solution until some time after the regulation has come into effect.

For more information on how to manage product variants, please refer to the leaflet *EU Regulation on Food Information to Consumers – How to handle product variants when selling online.*