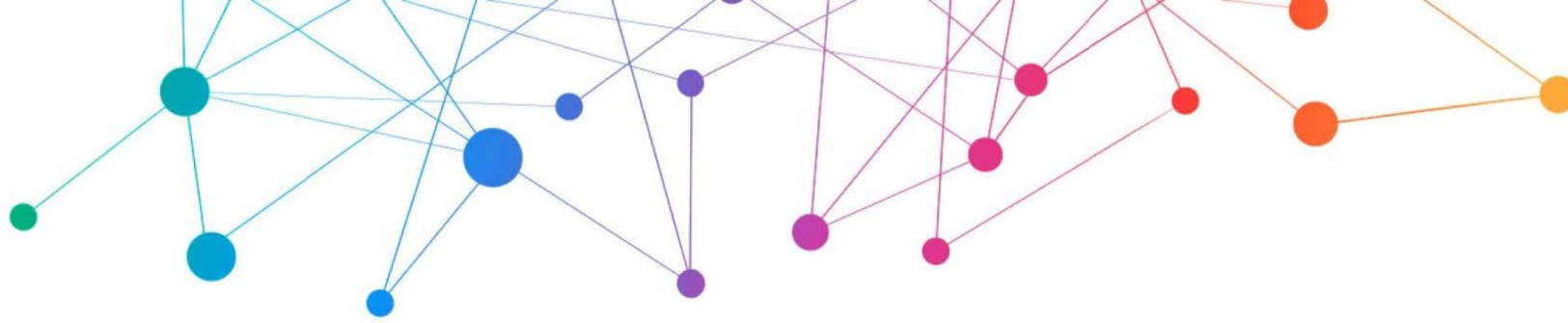




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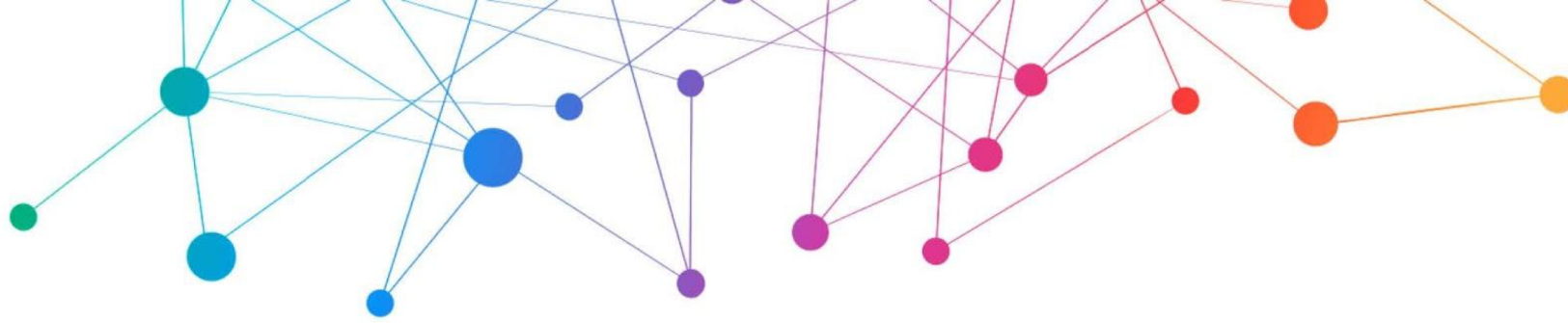
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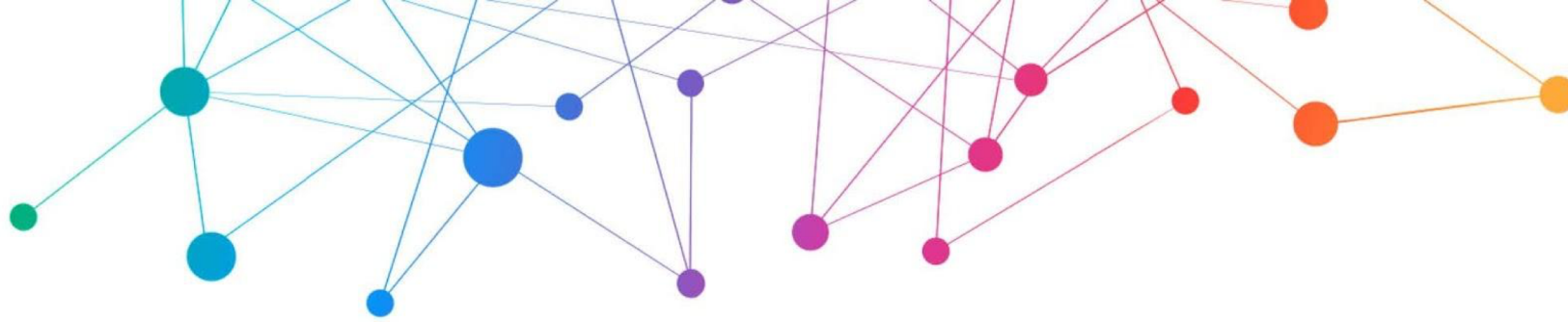
# Ann Kistler

CKE Restaurants



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# Customer Spotlight: CKE Restaurants



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# Agenda

1. Implementation
2. Structure
3. Tactical Approach
4. Sustainability Components
5. Sustainability Process

# Implementation – Plan, Execute, Maintain

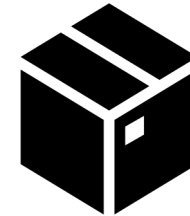
## Preparation

- CKE Requirements
- Set specific goals and timelines
- Prioritized suppliers based on risks



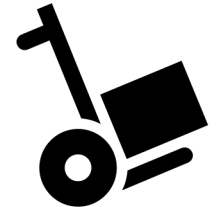
## Execution

- CKE & FoodLogiQ supplier webinars
- Trained Category Managers on requirements
- Cross training



## Support

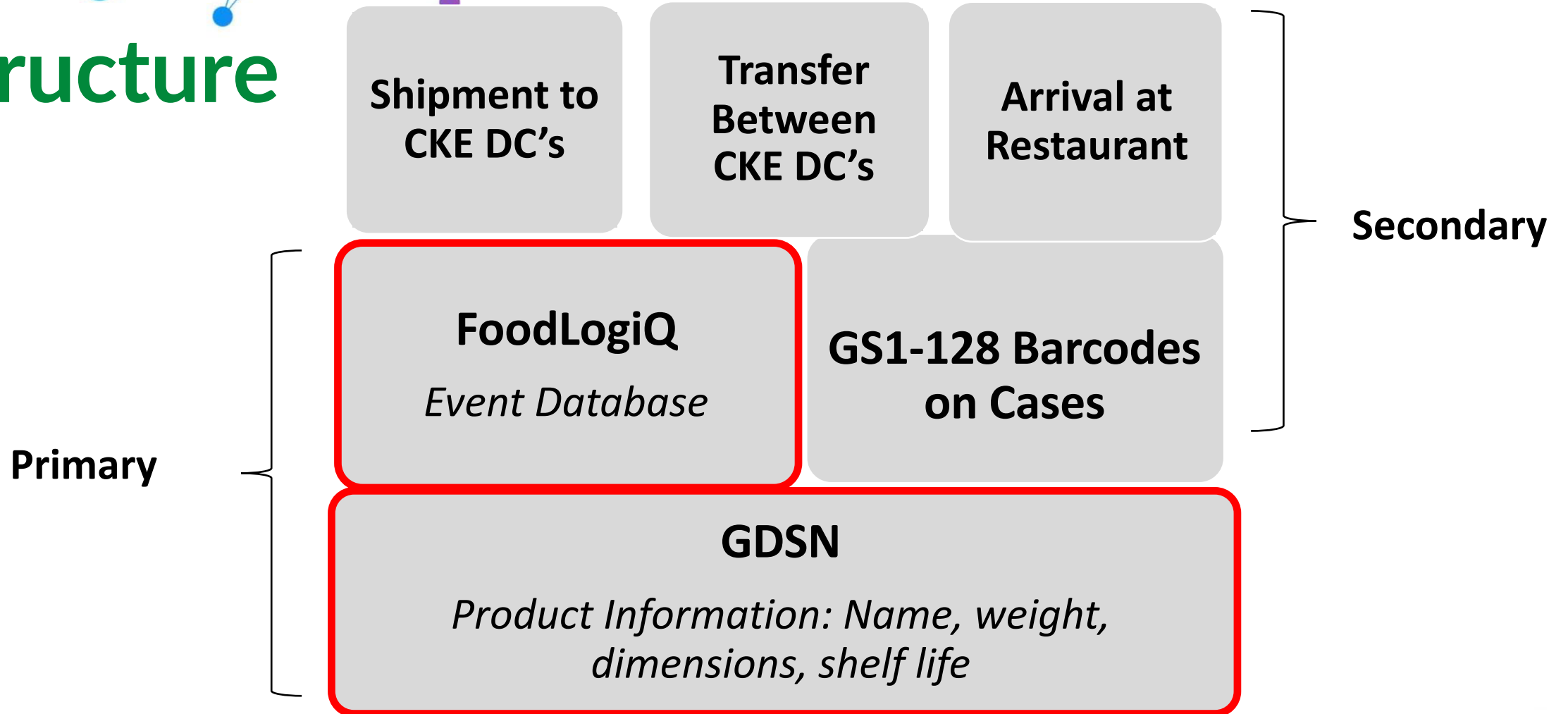
- Full executive support – Top down
- Common internal goals and objectives
- Strategic alliances





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# Structure





# Milestones

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## GDSN

### Global Data Synchronization Network

Contains all product  
specific information  
Global Trade Identification  
Number (GTIN) based  
system

## FoodLogiQ

### FoodLogiQ

Master traceability  
database that contains all  
products, supplier  
locations, DCs (within the  
CKE Supply Chain), and  
restaurant locations.

## Commercialize Barcodes

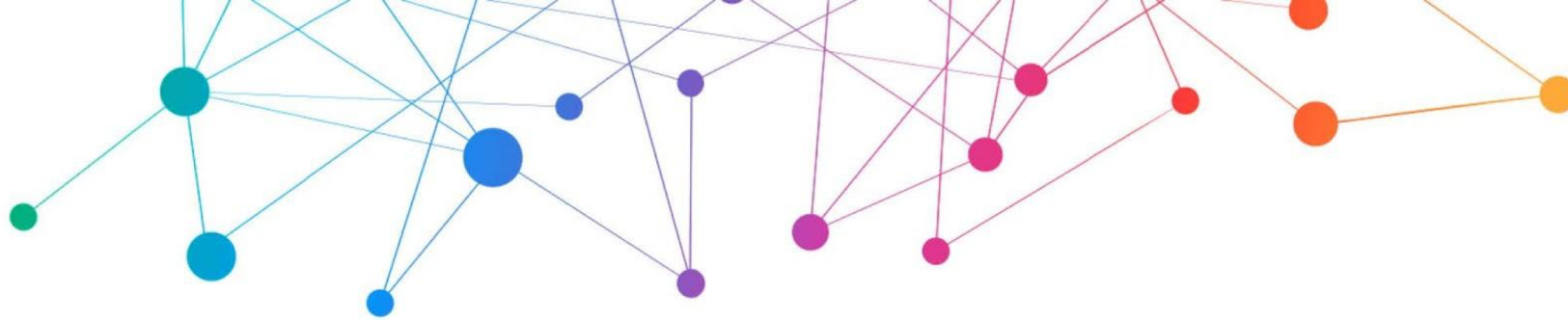
### GS1-128 Barcode

Product and Lot specific  
barcode applied to each  
case at the time of  
production.

## Distribution Centers

### Delivery information verified

GS1-128 Barcode is  
scanned at time of delivery  
to the restaurant



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# Ongoing Maintenance - Components

## 1. Suppliers

- FoodLogiQ Configuration
- Data to Distribution Centers

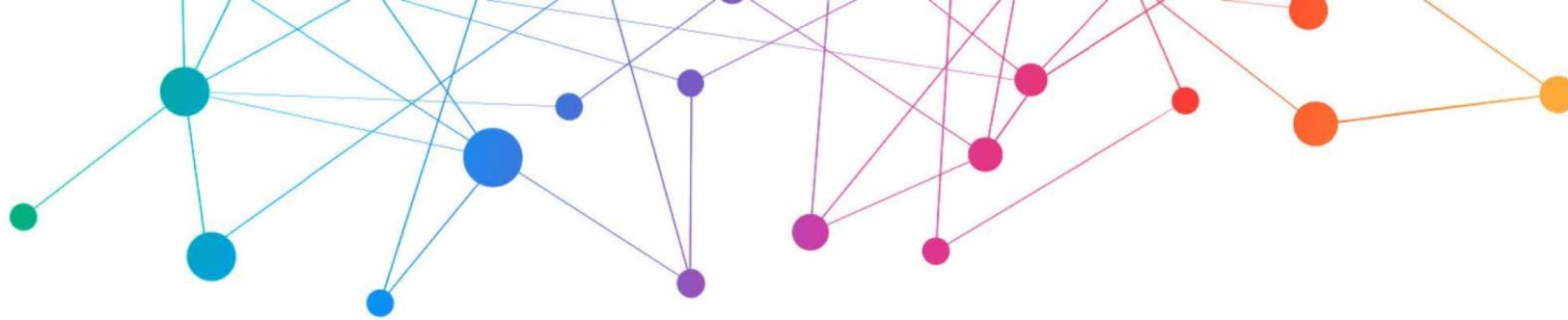
## 2. GS1-128 Barcodes

- Scannable %

## 3. Distribution Centers

- Scanning GS1-128 Barcodes
- Transactional Data - DC to Restaurants
- Mock Recalls



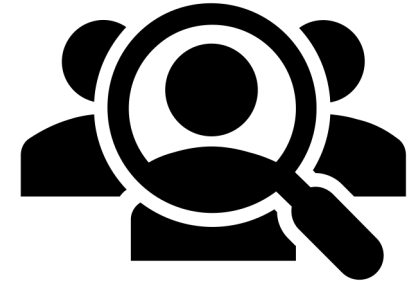


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# Ongoing Maintenance - Process

## 1. Investigations

- Confirm suppliers sending data *and*
- DC's can scan GS1-128 barcodes

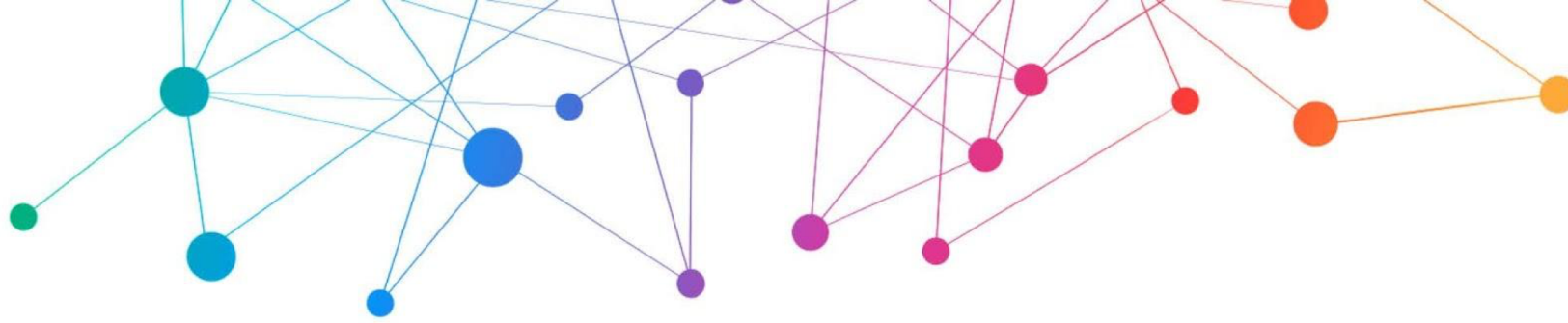


## 2. Event Data and Mock Recalls

- Suppliers sending data? For ALL products? For ALL locations?
- Are DC's scanning barcodes? For ALL cases? For ALL sites?

## 3. Support

- Data Pool
- FoodLogiQ



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# Thank You!