

## Eliminate Food Waste

Food Waste Reduction App based on GS1  
DataBar Barcode standard

### “End Grocery Waste” App Based On GS1 DataBar Standard

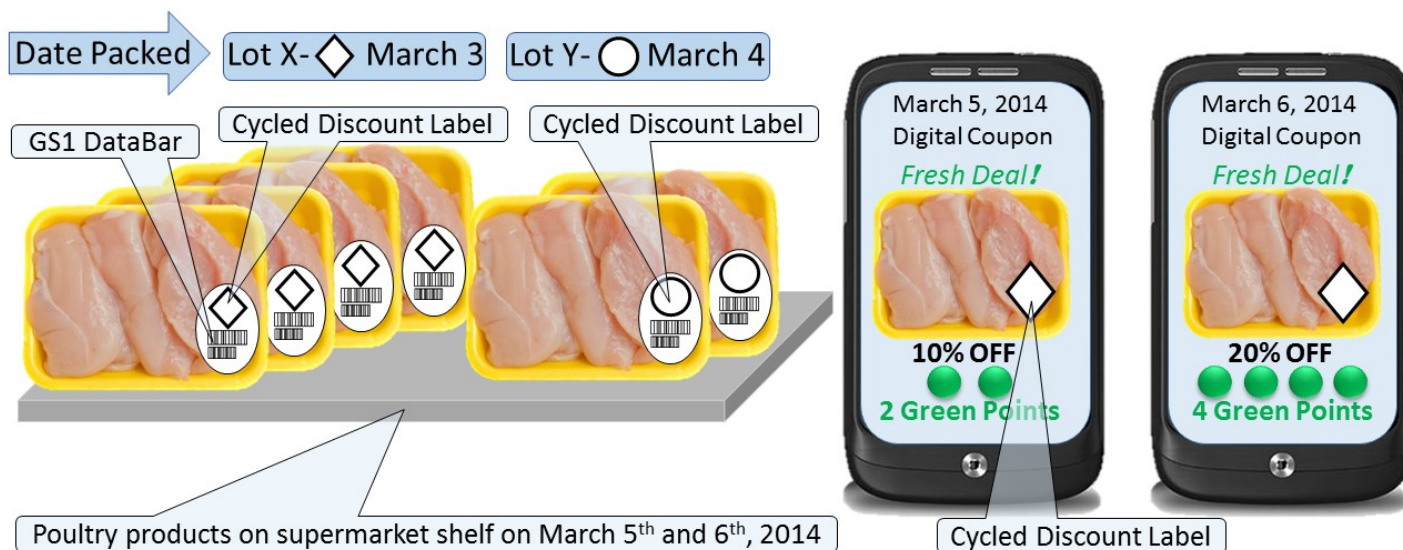
Posted on [June 9, 2013](#) by [Rod Averbuch](#)

#### “End Grocery Waste” App Benefits

- **Attracts and retains more loyal customers through relevant, environmentally friendly and personalized fresh food deals** (See [Social Impact](#))
- **Maximizes supermarket sales revenue** (See [Business Case](#))
- **Improves food safety by easily identifying expired and recalled perishables from a specific lot while on the shelf**
- **Differentiates food retailers and other technology participants as environmentally friendly**

The “End Grocery Waste” App enables automatic purchasing incentives for fresh perishables approaching their expiration dates.

This approach eliminates labor-intensive manual relocation and promotional labeling of the promoted perishable lots.



A previously printed Cycled Discount Label on a product from a specific lot is **automatically** associated with a Digital Coupon for the specific lot **at the point of purchasing decision**. The Digital Coupon is displayed on a consumer’s **personal smartphone** or on another kind of display device such as an **Electronic Shelf Label (ESL)**. The Digital Coupon delivery could be triggered by different means such as an [in-store Beacon system](#).

Utilizing the new [Cycled Discount Labeling technique](#) along with the emerging [GS1 DataBar™](#) (a new open barcode standard) and a new Information Technology (IT) element enables the automatic lot-based promotion communication.

**The lot-based offers are automatically redeemed** at the supermarket's Point Of Sale (POS) after **standard GS1 DataBar scanning** for product attributes such as lot#, batch# or expiration date.

DataBar™ is a [GS1](#) trademark

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