



September 23, 2020

Dear Valued Supplier:

We are excited to announce that Sifter is now partnered with 1WorldSync to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of grocery product information. Through this new partnership, we will be able to expand access to more comprehensive and accurate product data (i.e. ingredients, nutritional fact panel, claims, & marketing copy) across Sifter's national platform and top Sifter retail partners.

Sifter is a front-end platform that operates across retail Grocery, Mass, Drug, Value and Club channels. Sifter technology provides brand-level product attribution data, allowing shoppers to discover, explore and buy food products that fit their personal lifestyle and dietary health & wellness preferences.

#### **Why Participate:**

Sifter connects Shoppers to Brands by aligning Shopper profiles with the products that meet Shopper preferences. Sifter has developed attribute data (SiftTags™) for over 90% of all U.S. CPG food and supplement brands, evaluating them for over 100 specialized dietary, medical, lifestyle and allergen preferences, inclusive of responsible practices. Importantly, all brands qualify for multiple SiftTags which allow your brand to become more readily discoverable for its specific consumer benefits both on Sifter and via internet searches in general. What specifically does this mean for your Brands?

- Increase Brand sales by being discovered through Health & Wellness Dietary searches on participating retailer sites and on Sifter's national site.
- Increase your SEO ranking on internet searches through Sifter's proprietary product SiftTags.
- Highlight your brand by enabling Shoppers to view your "Brand Story," spotlighting the company behind the product.
- Attract new shoppers by aligning with current trends: 60% of Shoppers have special Dietary requirements; 85% of Americans are affected by allergies and avoid purchases of foods with the top 9 allergens; 65% of Shoppers are more likely to buy from a retailer that can personalize to their food preferences.

#### **How to Participate:**

To participate in this important initiative, we are asking suppliers to take the following steps:

- 1) Fill out the Sifter [Trading Partner Form](#)
- 2) Review our Implementation Guide located at: <https://www.1worldsync.com/community/customers/sifter/>
- 3) **Publish your GDSN product content to Sifter Production GLN: 0860004882602 by 12/1/2020**

If you have additional questions please contact 1WorldSync at +1 866.280.4013 or [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or Sifter directly at [Jon@sifter.shop](mailto:Jon@sifter.shop).

Thank you in advance for supporting this important initiative. We look forward to the mutual benefits that this initiative will provide.

Sincerely,

David Sametz  
Sifter Chief Customer Officer