



CHALLENGE DAIRY PRODUCTS, INC.

6701 Donlon Way • Dublin, CA 94568 • Phone 925.828.6165•

June 21, 2017

Dear Trading Partner,

Challenge Dairy Products Inc. (“Challenge”) strives to provide superior customer service and distribute the finest quality and freshest products to our customers. Thank you for being one of our valued suppliers. Today, customer expectations are more than the timely delivery of fresh, quality products. They also expect an ever-increasing amount of up-to-date product information including ingredient lists, detailed product descriptions, allergen and nutritional labeling. To provide our customers with this information, Challenge has joined the Global Data Synchronization Network (GDSN) to support our need for *accurate, consistent* and *complete* product information.

Challenge has partnered with 1WorldSync to implement Global Data Synchronization. **As a next step in this initiative, Challenge is now requesting its manufacturing / trading partners to begin synchronizing their product data via the GDSN with a goal of compliance by August 2nd, 2017.** This data is requested for all items that you are currently providing to Challenge and will be fully integrated into our extensive Product Catalogue. Challenge’s Product Catalog will be accessible by our sales team for providing new and continuing customers with up-to-date information. Your participation in this initiative is greatly appreciated.

Your next steps:

1. Visit Challenge’s Landing Page at <http://www.1worldsync.com/challenge-dairy> to review information about the Challenge GDSN project
2. **Suppliers currently publishing and/or currently subscribed to a GDSN data pool** need to fill out our Trading Partner Form and review our attribute requirements at www.1worldsync.com/challenge-dairy.
 - a. **Review** vendor product list (emailed)
 - b. Publish to Challenge’s GLN: **0047200000003**
3. **Suppliers currently not subscribed to a GDSN data pool**, we encourage you to join and start sharing data. You may select any GDSN data pool of your choice.
 - a. To join 1WorldSync data pool, contact **866.280.4013** or businessdevelopment@1worldsync.com

Thank you for your participation as we continue to improve our business and operational processes. **If you have any questions** please contact Challenge’s *Product Information Management Specialist* (Martha Sayre, 925.361.4404; Martha.sayre@challengedairy.com) or *Retail and Foodservice Specialist* (Jordan Collins, 925.361.4428; Jordan.collins@challengedairy.com).

Sincerely,

Tom Ditto
Vice President of Foodservice
Challenge Dairy Products, Inc.

Alan Maag
Vice President – Finance and Administration, CFO
Challenge Dairy Products, Inc.