



June 29, 2020

Dear Valued Trading Partner,

Schnuck Markets, Inc. announced in September 2019 a new and improved approach towards acquiring product (item) information, which will leverage the Global Data Synchronization Network (GDSN), to assist you in getting your products to our stores faster.

Your quality, accurate, up-to-date syndicated item content will feed Schnucks' suite of back-end systems, to enable expedited processing of your inventory to our stores, streamline item set-up and simplify item maintenance. These efficiencies have proven to lead to more effective logistics and marketing of your products, thereby increasing your overall product sales.

B2B and B2C content, from supply chain logistics, to images and marketing messages, will provide the content our teams need to take your products quickly from distribution to display, in-store and online.

Schnucks is aligning processes and technology to ensure this strategy is successful and benefits our trading partners. However, as our active trading partner you have a role to play as well. **Let's Get Started:**

**Send all items and associated attribute information requested by Schnucks per the steps below as soon as possible.** Schnucks and 1WorldSync will follow up with you on your progress to ensure you publish this information to Schnucks via the GDSN.

1. Join a GDSN certified data pool to share your item information electronically and maintain the information in real time
  - 1WorldSync is a GDSN certified data pool and is Schnucks' recipient data pool
  - You can contact 1WorldSync to learn more about their data pool services for suppliers, services, and training available to assist you in your product content management strategy. Send an email to [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)
2. Complete the Schnucks' Trading Partner Form at [Schnuck Markets, Inc. Landing Page](#)
3. Visit our landing page to review the Schnucks Implementation Guide: [Schnuck Markets, Inc. Landing Page](#)
4. Publish your content as directed in the Implementation Guide to Schnucks' **GLN: 0041318001501**

If you have any questions regarding this request to participate in product content syndication with Schnucks please contact them at [productsetup@schnucks.com](mailto:productsetup@schnucks.com).

Sincerely,

Steve Mayer  
Chief Merchant  
Schnuck Markets, Inc.