



February 16, 2021

Dear Valued Trading Partner,

We are sending a reminder for the request to publish your existing assortment product data via the Global Data Synchronization Network (GDSN).

Schnucks would like to receive your existing assortment product data via the GDSN as soon as possible.

Per the previous communications, Schnucks has announced a new and improved approach towards acquiring product (item) information, which will leverage the 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. From supply chain logistics to images and marketing messages, this will allow us to provide the content our teams need to take your products quickly from distribution to display, in-store and online.

As our active trading partner, you have a role to play as well. The demand to streamline our process in receiving all product data via the GDSN is now more crucial than ever given the increased needs for sharing product data across various channels.

Please send all items and associated attribute information requested by Schnucks per the steps below:

1. Clarify who will be responsible for publishing your product/item data.

- **Note:** If you are a vendor/distributor that is representing products for a brand owner/manufacturer, confirm who will be responsible for publishing the data via the GDSN (For each brand owner/manufacturer that applies).
 - *If this will require action from the brand owner/manufacturer, please forward this request along to your associated contacts for the items that you represent.*

2. If you are the responsible party for publishing your product data, but are not currently set-up with a data pool service to publish your product data:

- 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

3. The responsible party for publishing the product data will need to complete the Schnucks' Trading Partner Form (With the Associated Company GLN) at the Schnucks Landing Page [here](#)
4. Also visit our landing page to review the Schnucks Implementation Guide [here](#)
5. Once you have received an email confirmation from the Schnucks COE team that we have subscribed to your GLN:
 - The Schnucks COE team will also provide an item list to publish.
 - Publish your content as directed in the Implementation Guide to Schnucks' **GLN: 0041318001501**

Note: If you have already published your existing assortment via the GDSN we thank you for your participation.

If you have any questions regarding this request to participate in product content syndication with Schnucks please contact the COE product team at: 1wsync@schnucks.com.

Contact 1WorldSync for Service Assistance or Technical Support:

1WorldSync is an end-to-end solution partner that can assist you in sourcing your product images, as well as managing your product content to meet your trading partner requirements. You can contact them for assistance at:

Phone: +1 866.280.4013

Email: businessdevelopment@1worldsync.com

Sincerely,

Ryan Cuba
Chief Merchant
Schnuck Markets, Inc.