



Update 05/03/18

To our Data Sync Partners,

This email is a request for all data sync suppliers to start creating NEW items that are DSD through global data synchronization. Creating new items through data sync is the preferred method of item creation for our system.

At the bottom of this email is a list of all of the retailers participating in this initiative, and the distribution center (DC) and GLN they are connected to. Moving forward, if you have a new DSD item that will be sold at one of the stores mentioned below, those items need to be published as NEW to their corresponding GLN.

Why would DSD items need be published to a DC? Though your DSD items do not flow through our distribution centers, all retail stores have an assigned DC/GLN where their item data resides.

What is meant by "new item"? The definition of a new item is an item that is not currently in Supervalu's item management system. More information on the new item creation process through data sync can be found on our landing page.

What kinds of DSD items should be published as New? Everything **EXCEPT** the following categories:

- books, magazines, greeting cards, gift wrap, produce, bulk items, random weight meat, distributor specific items

Why is this important to Supervalu? Gathering this data is important for our point of sale pricing system, deal set up and planning, and advertising planning for the participating retailers. High quality data is key to driving these systems and processes.

(At this time, do not publish initial loads for items until requested by Supervalu's data sync group - only new items should be published.)

Participating Retailers

- Cub Foods - Minnesota & Freeport, IL
 - Publish to DC 15 (*Minneapolis, GLN 0041130079153*)
- Hornbachers - Fargo, ND area
 - Publish to DC 14 (*Fargo, GLN 0041130079146*)
- Shoppers Food and Drug – Washington DC & Baltimore area
 - Publish to DC 44 (*Mechanicsville, GLN 0041130029448*)
- Neimann Foods/County Market, Illinois, Indiana & Missouri
 - Publish to DC 61 (*Champaign/Urbana, GLN 0041130051616*)
- Green Bay, WI – SUPERVALU supplied retailers (Quality Foods, Wausau, Sentry)
 - Publish to DC 18 (*Green Bay, GLN 0041130051180*)

Let us know if you have any questions.

Best Regards,

Greg Zwanziger