



Groetsch Wholesale Grocers
'Serving the Gulf Coast Since 1917'

January 19, 2016

Dear Supplier,

George W. Groetsch, Inc. (d.b.a. Groetsch Wholesale Grocers, GWG) is happy to announce new efforts to improve our operating efficiencies and product data accuracy represented in our product catalogs by using data synchronization via the Global Data Synchronization Network (GDSN). Data synchronization is data transmission from a GDSN certified data pool to our online catalog as well as our backend systems used for product data management.

We have partnered with [1WorldSync](#) as our GDSN certified data pool as well as with [SpecPage](#), a 1WorldSync solution provider to work towards receiving product data from our supply side trading partners. **We require all our suppliers that sell to Groetsch send product information via GDSN as soon as possible.**

Participation in this initiative benefits both Groetsch Wholesale Grocers and our suppliers, therefore it is not optional. Benefits include:

- Compliance with industry standards
- Faster transition to marketplace
- Reduction in the number of administrative errors
- Timely product data updates

This process requires your company to synchronize your transactional and marketing data for new products and updates/changes to existing products via a GDSN certified data pool such as 1WorldSync with Groetsch Wholesale Grocers.

What are your next steps?

If you are **not currently subscribed to a GDSN certified data pool**

1. Register with a GDSN data pool by to begin the process of publishing your product data to Groetsch Wholesale Grocers. If you need further explanation on this initiative or would like help getting started, please contact 1WorldSync at 866 280 4013 or write to businessdevelopment@1worldsync.com

If you are **a current subscriber to GDSN certified data pool** such as 1WorldSync

1. Complete Groetsch Wholesale Grocers [Trading Partner Form](#) and review data synchronization reference material available at <http://www.1worldsync.com/web/us/groetsch-wholesale-grocers>
2. Upon receiving set up confirmation from Groetsch Wholesale Grocers via email, add Groetsch Wholesale Grocers as a recipient of your data and publish to our GLN **0861046000207**.

Thank you for your participation as we continue to improve our processes.

Sincerely,
George J. Groetsch Jr.
General Manager
Groetsch Wholesale Grocers