



## Product Content Request To Facilitate Distributor And Operator Purchase

March 1, 2023

Hello Trading Partner,

We are sending a reminder for the below time-sensitive request. If you are receiving this email, you have been identified as a priority supplier.

Anchovi, a **Dot Foods foodservice ecommerce platform**, will leverage your GDSN product content to allow operators to discover and order products from their distributors and suppliers. Publishing your data to Anchovi will result in more product sales for you because foodservice operators buying from distributors using the tool can discover the products they need with rich data and images. This information is lacking in current distributor ecommerce experiences leading to lost sales for them and you.

There are currently **~20 distributors representing ~15,000 foodservice customers** on the platform, or in queue to be onboarded. The Anchovi team will continue to grow the platform expanding to more distributors and their customers leveraging Dot Foods' position in the market as a trusted partner for both, suppliers and distributors.

### Please Start Publishing Your Item Data Per The Steps Below As Soon As Possible:

1. Complete the **Anchovi Trading Partner Form** with the GLN that you represent at our trading partner resource page [here](#)
2. Review the **Anchovi Implementation Guide** document via the link on our resource page
3. Publish your content as directed in the Implementation Guide to the Anchovi GLN – **“Morsum LLC” GLN: 0684476691483**.

**Publish all active items** if possible (unless of course some items are proprietary for specific recipients).

If you have any questions regarding the benefits of participation in product content syndication with Anchovi, or about the Anchovi ecommerce platform generally, please contact us at: [data@ancho.vi](mailto:data@ancho.vi).

Sincerely,

Eric Di Silvestro

Director, Go-to-Market - Anchovi