



January 12, 2021

Dear Valued Supplier,

On Grocery has partnered with 1WorldSync to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of product information. We have currently deployed our solution to nearly 200 retail locations, in the small-to-mid-size retail market. We are estimating 1000 retail locations by 2021 and would like to request your valuable product data to be published via the GDSN.

Through our retail connections, you will be able to share your product data across many retailers who were not previously set-up for e-commerce driven transactions. Our solution provides a low-cost option for these grocers to keep their current digital presence, while adding e-commerce options to their shopper experience. Our platform is designed to offer solutions for a single website, mobile app, and loyalty program with POS integration.

We have integrated with major loyalty solutions providers such as Quotient Technology, NCH, and NCR. By accessing GDSN brand verified content, 2M+ active shoppers will benefit from having access to the most accurate and up-to-date product information.

By participating, your product offerings can be included for e-commerce searches and transactions across our participating retailers. This will be especially beneficial among the current supply and demand needs, and as we continue our rapid growth into the market. You can reference some of our current retail partnerships below. We are happy to further discuss our retail partnerships with you directly and look forward to the benefits of this initiative.

How to Participate

We are asking suppliers to take the following steps:

1. Fill out the [On Grocery Trading Partner Form](#)
2. Review our Implementation Guide, including attribute requirements at the [On Grocery Landing Page](#)
3. Publish your GDSN product content to the **On Grocery GLN: 0860006017200**
4. We are asking suppliers to publish ASAP

If you have additional questions, please contact 1WorldSync at +1 866.280.4013 or businessdevelopment@1worldsync.com. You can also reference details on our website at: <https://www.alwaysongrocery.com>.

Sincerely,

Pat Barron

Chief Executive Officer

Brothers
MARKET

CORNER
MARKET

White's
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