goPuff

Data Synchronization Implementation Guide

Version #2

REVISION HISTORY

Date	Ver #	Description of Change	Author
9-24-2020	1	Initial document	C. Macias
12-17-2020	2	Added information about sending Prop 65 attribution.	C. Macias

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1 GOPUFF'S DATA SYNCHRONIZATION INFORMATION

1.1 Primary Data Synchronization Contact

Email: metadata@gopuff.com

1.2 goPuff's GLN - Publish To

Production: 0860004915706

2 ABOUT GOPUFF'S DATA SYNCHRONIZATION INITIATIVE

Who is goPuff?

goPuff delivers food & drinks, adult beverages, cleaning supplies, home needs, over-the-counter medications, and more in just minutes. Our mission is to make daily life effortless. goPuff is the modern-day consumer's go-to solution for immediate everyday needs.

We make convenient, fast delivery easy and affordable for everyone. We do not charge crazy surge pricing because we are not a courier service, and because we deliver direct instead of picking products up from a store, our average delivery time is just 23 minutes.

goPuff operates more than 200 fulfillment centers in the heart of cities and towns across America and are open 24/7, 365 in most areas to deliver our customers what they need, when they need it most.

Check if goPuff is in your area here. If not, we will be soon. We are a tech start-up with an unrivaled business model and more than $1 Billion in funding and we're growing fast.

Our Use of Your Product Content:

By gathering your product data through the GDSN, we'll be able to:

➢ Improve efficiency within our supply chain
➢ Streamline our procurement processes
➢ Maximize the assortment and inventory of products in our fulfillment centers
➢ Better represent your products to customers in our mobile app

The benefit to brands, products, retailers:

The ultimate outcome is significant growth of our business and yours. Together we will change the way consumers buy their everyday, essential items and set a higher standard for service. We are on a journey of hyper-growth, and we're thrilled to have you along for the ride.

3 STEPS TO BEGIN SYNCING YOUR DATA WITH GOPUFF

1. Have your accurate item data loaded into your home data pool and ensure it is ready for publication
   a. Contact your data pool for any education you might require to complete this step.
2. Review attribute requirements in Section 4 of this document to ensure you can meet our requirements
3. Fill out the Trading Partner Form on the goPuff Landing Page:
   a. https://www.1worldsync.com/community/customers/gopuff
4. goPuff will create a subscription at the Information Provider GLN + Target Market = U.S. level
5. goPuff will send an email to the Supplier's primary data synchronization contact when they are ready for the first publications
6. Publish items
   a. Send all items as Initial Load
   b. Send full item catalog
   c. Publish at the highest level of your item hierarchy
7. goPuff will provide feedback on publications using the following method:
   a. Received CICs will be returned once the Supplier publications are received
8. Continue to send changes and correction for all items

4 ATTRIBUTE REQUIREMENTS

Above and beyond the GDSN Mandatory attributes, goPuff asks for the attributes outlined in the section below in order to make their initiative successful. Please note, these attributes are asked for at the EACH/Consumer Unit level and leveraged for displaying on goPuff's website.

Note, if your item does not have an image, goPuff will leverage their in-house studio to image your products to display on their website. In addition, goPuff will leverage their in-house studio images vs. GDSN images as applicable for display on their website.

goPuff Attribute Name	1WorldSync Name	Comments
Product Image(s)	Uniform Resource Identifier	
	typeOfInformation	
	fileFormatName	
	fileName	
eCommerce Attributes	Trade Item Key Words Product Description Marketing Message Feature Benefit Preparation Type Preparation Instructions	
Product Label Information	Ingredients Allergen Type Code Consumer Usage Instructions Preparation State Measurement Precision Nutrient Type Code Quantity Contained / UOM	Essential information such as warnings, disclaimers, expiry dates, etc…

Prop 65
Proposition 65, officially known as the Safe Drinking Water and Toxic Enforcement Act of 1986, was enacted as a ballot initiative in November 1986. The proposition protects the state's drinking water sources from being contaminated with chemicals known to cause cancer, birth defects or other reproductive harm, and requires businesses to inform Californians about exposures to such chemicals.

Proposition 65 requires the state of California to maintain and update a list of chemicals known to the state to cause cancer or reproductive toxicity.

The requirement to provide a consumer warning applies regardless of whether a business is located in California or out-of-state, as long as its products cause exposures to individuals in California.

In addition to the above attribution, goPuff is strongly recommending the Prop 65 attributes be sent. Please see the "Prop 65 Attributes and Samples" Spreadsheet on the goPuff Landing Page.