



SIFTER™

Sifter
Data Synchronization Implementation Guide

Version #1



REVISION HISTORY

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1 SIFTER'S DATA SYNCHRONIZATION INFORMATION

1.1 Primary Data Synchronization Contact

Name: Jon Wilson
Phone: 847-476-6272
Email: jon@sifter.shop

1.2 GoBaskt's GLN - Publish To

Production: 0860004882602



2 ABOUT SIFTER'S DATA SYNCHRONIZATION INITIATIVE

Sifter is a front-end Health & Wellness platform that operates across retail Grocery, Mass, Drug, Value and Club channels. Sifter technology provides brand-level product attribution data, allowing shoppers to discover, explore and buy food products that fit their personal lifestyle, dietary, medical and environmental preferences.

Sifter connects Shoppers to Brands by aligning Shopper profiles with the products that meet Shopper preferences. Sifter has developed attribute data (SiftTags™) for over 90% of all U.S. CPG food and supplement brands, evaluating them for over 100 specialized dietary, medical, lifestyle and allergen preferences, inclusive of responsible practices. Importantly, all brands qualify for multiple SiftTags™ which allow your brand to become more readily discoverable for its specific consumer benefits both on Sifter and via internet searches in general. What specifically does this mean for your Brands?

- Increase Brand sales by being discovered through Health & Wellness Dietary searches on participating retailer sites and on Sifter's national site.
- Increase your SEO ranking on internet searches through Sifter's proprietary product SiftTags™.
- Highlight your brand by enabling Shoppers to view your "Brand Story," spotlighting the company behind the product.
- Attract new shoppers by aligning with current trends: 60% of Shoppers have special Dietary requirements; 85% of Americans are affected by allergies and avoid purchases of foods with the top 9 allergens; 65% of Shoppers are more likely to buy from a retailer that can personalize to their food preferences.

Sifter procures product data and assets through 1WorldSync and other providers to present online for consumer use only. Sifter puts the data through rigorous validation process and then expands on the base product data to develop their proprietary attribute data set called SiftTags™. The outcome is a vast variety of data allowing Sifter users to find the product that is right for them quickly and easily.



3 STEPS TO BEGIN SYNCING YOUR DATA WITH SIFTER

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 Sifter Landing Page:
 - a. <https://www.1worldsync.com/community/customers/sifter/>
4. Sifter will create a subscription at the Information Provider GLN + Target Market = U.S. level
5. Sifter 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. Sifter 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, Sifter 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 Sifter’s website.

Please note: at least one image is strongly recommended to be provided. Items without images will not flow to the Sifter website, and thus will not be available for consumer purchase.

Additionally, Allergen and Nutritional facts should always be supplied for food items.

Sifter Attribute Name	1WorldSync Name	XML Name	Comments
Product Image(s)	Uniform Resource Identifier		Please provide full set of quality product images able to be converted and displayed into WEBP 1600. Please provide at least the four main angles.
	Type of Information	typeOfInformation	
	File Format Name	fileFormatName	
	File Name	fileName	
eCommerce Attributes	Trade Item Key Words	tradeItemKeyWords	
	Product Description	productDescription	
	Marketing Message	MarketingMessage/tradeItemMarketingMessage	
	Feature Benefit	tradeItemFeatureBenefit/featureBenefit	
	Preparation Type	foodAndBevPreparationInfo/preparationType	
	Preparation Instructions	foodAndBevPreparationInstructions	
Product Label Information	Ingredient Statement	ingredientStatement	Essential information such as warnings, disclaimers, expiry dates, etc...
	Allergen Type Code	allergenRelatedInformation/allergen/allergenTypeCode	
	Consumer Usage Instructions	consumerUsageInstructions	
	Preparation State	nutrientInformation/preparationStateCode	
	Measurement Precision	nutrientInformation/nutrientDetail/measurementPrecisionCode	
	Nutrient Type Code	nutrientInformation/nutrientDetail/nutrientTypeCode	One instance of Nutrient Type Code= Calories must exist
	Nutrient Quantity Contained	nutrientInformation/nutrientDetail/quantityContained	



UPC/GTIN	GTIN	gtin	
Taxonomy	GPC Category Code	gpcBrickAttributes/gpcBrickAttributeValues/gpcBrickAttribute	
Flavor	Variant	variant	
Consumer readable product description	Product Description	productDescription	
Manufacturer Name	Manufacturer Name	manufacturer/name	
Manufacturer Address	Manufacturer Address	manufacturer/address	
Manufacturer Phone?	Contact Method Code	tradeItemContactInfo/targetMarketCommunicationChannel/communicationChannelCode	Contact Method = Telephone
	Contact Details	tradeItemContactInfo/targetMarketCommunicationChannel/communicationChannelNumber	Telephone Details
Manufacturer URL?	Contact Method Code	tradeItemContactInfo/targetMarketCommunicationChannel/communicationChannelCode	Contact Method = Website
	Contact Details	tradeItemContactInfo/targetMarketCommunicationChannel/communicationChannelNumber	Website URL
Unit in package	Product Type	productType	
Package size quantity	Shipping Container Quantity	packagingInformation/shippingContainerQuantity	
Package size UOM	Net Content		
Package Type	Packaging Type Code	packagingInformation/packagingTypeCode	
Temperature zone	Temperature Condition Type Code	tradeItemTemperatureConditionTypeCode	
Country of Origin	Country of Origin	countryOfOrigin/countryCode	
Flavor	Variant	variants/variant	
Depth	depth	Depth	
Width	width	Width	
Height	height	Height	
Certifications	Diet Type Code	foodAndBevDietTypeInfo/dietTypeCode	Certified per package for Kosher; certified nonGMO, certified Organic
Brand name	Brand Name	brandName	
Serving size quantity	Serving Size Description	nutrientInformation/servingSizeDescription	A free text field specifying the serving size for which the nutrient information has been stated for example: per 1/3 cup (42 g).



Serving Size UOM	Serving Size UOM		
Servings per container	Serving Size	nutrientInformation/servingSize	Measurement value specifying the serving size or portion. In some markets, due to regulation, this information is used as the basis amount that a nutrient is measured against. Example: Per 30 grams. 1/2 cup, etc. Please refer to the target markets implementation guideline on how to populate this attribute.

4.1 Allergens Information

Allergens:
 A trade item must specify the following GDSN attributes for each of the "Big 8" allergens for at least one level within the item hierarchy: allergenTypeCode & levelOfContainment

1WorldSync Name	Global Data Dictionary Tag
Allergen Type Code	allergenTypeCode
Level of Containment	levelOfContainmentCode

Allergen Type Codes	
AM	Milk and its derivatives
AS	Sesame Seeds and their derivatives
AY	Soybeans and their derivatives
AN	Nuts and their derivatives
UW	Wheat and its derivatives
AC	Crustaceans and their derivatives
AE	Eggs and their derivatives
AF	Fish and their derivatives



4.2 Nutritional Information

The data attribute “nutrientTypeCode” is a coded value. Use the below table to reference the list of Nutrient Type Codes and preferred Units of measure.

Nutrient	Nutrient Type Code	Quantity Contained	Nutrient	Nutrient Type Code	Quantity Contained
Potassium	K	MGM	Biotin	BIOT	MC
Total Carbohydrate	CHO-	GRM	Pantothenic Acid	PANTAC	MGM
Dietary Fiber	FIBTSW	GRM	Phosphorus	P	MGM
Soluble Fiber	FIBSOL	GRM	Iodine	ID	MC
Insoluble Fiber	FIBINS	GRM	Magnesium	MG	MGM
Sugars	SUGAR-	GRM	Zinc	ZN	MGM
Sugar Alcohol	POLYL	GRM	Copper	CU	MGM
Protein	PRO-	GRM	Total Calories	ENER-	D70/KJO
Vitamin A	VITA-	MC/NIU	Calories from Fat	ENERPF	D70/KJO
Calcium	CA	MGM	Calories from Sat Fat	ENERSF	D70/KJO
Iron	FE	MGM	Total Fat	FATNLEA	GRM
A-Beta Carotene	CARTB	MGM	Trans fatty Acids	FATRNL	GRM
Vitamin D	VITD-	MC	Saturated Fat	FASAT	GRM
Vitamin E	THIA	MGM	Polyunsaturated Fat	FAPU	GRM
Riboflavin	RIBF	MGM	Monounsaturated Fat	FAMS	GRM
Niacin Vitamin B	NIA	MGM	Cholesterol	CHOL-	MGM
Folate	FOL-	MC	Sodium	K	MGM
Vitamin B 12	VITB12	MC	Vitamin C	VITAC-	MGM