



UNFI Implementation Guide

Overview

Global Data Synchronization (GDS) is the preferred method for new item creation in the UNFI Conventional (legacy SUPERVALU) item management system (eNew Item/SVHarbor) and for the continuous synchronization of that data over time.

UNFI expects all our suppliers to join us in this important industry initiative to drive efficiencies across the entire supply chain. By implementing data sync with the GS1 Standards, you will be able to leverage your investment with hundreds of retailers, wholesalers, and food service operators across the United States and globally who are already leveraging GDSN.

All items to be presented to UNFI should be created via DataSync.

1 PURPOSE

This document provides high-level information needed for doing Data Synchronization with UNFI Conventional.

We encourage you to look at our documents found on our Landing Page and Community Page. The Appendix lists some helpful quick reference documents for the areas of Getting Started to data sync with UNFI, New item Creation and Existing Item synchronization.

Please visit our Landing Page and Community Page for these and reference documents.

Link to Landing Page: <https://1worldsync.com/unfi>

Link to Community Page: <https://community.1worldsync.com/t5/UNFI/ct-p/UNFI>

2 Getting Started

We expect ALL items to be presented to UNFI be created via Data Sync. Refer to quick reference document: *Which items do I need to Synchronize with UNFI?* for additional information.

2.1 New to Data Sync with UNFI?

Quick reference document *Steps to Start Synchronizing with UNFI* to get set up in our system for Data Sync.

2.2 Trading Partner Form

It is very important to fill out the Trading Partner Form (TP Form) to properly initiate synchronization with UNFI. The actual form is located on our landing page <https://1worldsync.com/unfi>.

At a minimum, our system needs the following information to synchronize correctly:

- Supplier GLN
- Supplier contact information

Any changes to Contacts and/or GLN require an updated Trading Partner form.

Once UNFI has received your completed Trading Partner information, we will contact you by email to notify you are setup in our system and provide a Conventional Item Sync report if you have existing items in our system.

Note: UNFI is subscribed to Target Market “US”, so you shouldn’t expect a direct subscription from us to your GLN.

3 Publication Key Points

Trading partners are required to publish unique GTINs for all applicable levels of the item hierarchy (such as each, inner pack, case, and pallet). UNFI captures the item attributes published for every level of the item hierarchy and uses that data to either create a new item (New publication) or synchronize with the item data in our corporate item database (Initial Load, Correction, Modify publications). Refer to the *UNFI Attribute List* for the complete list of required attributes.

- Publish your items from the top-most GTIN of your item hierarchy – typically, this means the Pallet GTIN.
- Required Images – refer to *UNFI Product Image Requirements* document

3.1 UNFI Corporate Global Location Number (GLN) - 0041130079153

This is the GLN where we receive publications. For a list of the UNFI DC Locations that can be updated by this GLN, refer to the *UNFI GLN List* document.

3.2 Multi-each items (that is, items which contain more than one each GTIN)

PUBLISHING DISPLAYS

The UNFI system currently relies upon the “DS” product type to tell our system to create new items as displays and assign their component GTINs correctly. If you have a display with many different components, you will need to first publish the display and components separately, then link them together with the correct component quantities in the SVHarbor Create Item/Item Proposal process.

PUBLISHING PALLETS AND INNER PACKS

For all standard pallets, we expect you to assign and publish them through the GDS network. Likewise, suppliers should also assign GTINs to inner packs and publish these in the proper hierarchy through the GDS Network.

MIXED MODULES

We cannot create the mixed module hierarchy in our system through data sync. Publish the components of the mixed module separately and then link them together in SVHarbor during the Create Item/Item Proposal process.

3.3 Orderable and Consumer Unit Flags

Item setup and synchronization in the UNFI system is driven by the `isOrderableUnit` and `isConsumerUnit` flags on your GTINs. You'll want to be sure your GTINs are flagged appropriately before sending us your publications.

3.3.1 ORDERABLE UNIT

Items in our system synchronize at the orderable GTIN level. This means all GTINs flagged with `isOrderableUnit = true`, as well as all cases (CA), displays (DS), and mixed mods (MX) regardless of how they're flagged.

3.3.2 CONSUMER UNIT

To identify consumer unit GTINs (items scannable at retail), our system uses the following criteria:

- `isConsumerUnit = true`
- `productType = EA` or `PK`
- `dataCarrierTypeCode = any value which starts with the following characters:`
 - `UPC_`
 - `EAN_`
 - `GS1_DATABAR_`

3.4 PRODUCT DESCRIPTIONS

Quality item descriptions are critical to successful new item setup. Refer to *UNFI Product Descriptions* document for information about the various descriptions UNFI uses and how to create quality brand & descriptions for the UNFI conventional systems.

3.5 GDSN Length/Depth and Width – Internal at UNFI

The UNFI conventional system currently swaps the mapping of the GDSN Length/Depth and Width attributes for internal use:

GDSN Field	SV Field
Length/Depth	Width
Width	Length

This is not an indication of any problem, there's no need for you to manually change them during top-off or send fix requests to our EIM teams (as the next GDSN update will simply swap them back again).

3.6 Global Product Classification - GPC BRICK CODE

The product classification attribute is used to initially direct the newly created item to a related classification specialist at UNFI. Failure to send the correct GPC code can route items to the wrong teams, causing item setup delays.

Typically, GPC classifications are much more generalized than their UNFI counterparts, so it's not possible to ensure that new items will be initially classified exactly the way you want them.

- For example, GPC brick code 1005225 ("Egg Based Products – Not Ready to Eat (Perishable)") can legitimately map to 10 different UNFI classifications for eggs.

3.7 DISTRIBUTION METHOD CODE ATTRIBUTE

All Direct Store Delivery items must populate the distributionMethodCode, and flag its associated isDistributionMethodPrimary flag as 'TRUE'

Warehouse Items should have the following code value

DC = Warehouse

DSD items should have the following code value

DSD = Direct to store

4 PUBLICATION INTENT

UNFI follows the global standards defined for the NEW and INITIALLOAD publication types. When publishing to UNFI, it's critically important that your publication type consistently reflects your intent. The below information is from a one-page reference document *Initial Load vs New*.

INTENT: CREATE an Entirely New item in UNFI's System

If an item is completely NEW to our system (doesn't exist in any of our conventional DCs), publish as **NEW**.

- An automated "RECEIVED" email is sent to notify the vendor's primary data sync contact that the NEW item(s) is ready for Item Proposal submission.

Please be sure you're coordinating your new item creation efforts with the people who submit new items in our portal on behalf of your company - they will need your input to fill in those missing attribute values! You are responsible for communicating this process to your company representatives (internal and external).

- If a "RECEIVED" email is not returned, this may be okay – follow the steps below:
 - Check the CIC Message – refer to our *CIC Message document*
 - If no CIC Message received – work with your solution provider to verify that the publication submission was successfully sent to UNFI

Note: The automatic response email sent back by our system specifies the topmost GTIN you published to us. However, that's not necessarily the GTIN to enter when going thru the Create Item process - you always want to enter the topmost *orderable* GTIN (typically the case GTIN).

- After publication, all new Data Sync items must go through the Create Item/Item Proposal process in our SVHarbor portal, which includes "top off" of any missing required attributes.

Your new item will NOT be processed in any way until an Item Proposal is submitted!

INTENT: SYNCHRONIZE to an Existing item in UNFI's System

If an item exists in our system, publish as **INITIALLOAD**.

- Suppliers of commodity and random weight items in our system may not be able to synchronize via data sync.

INTENT: DELETE an item from UNFI's System

UNFI Conventional does not process Delete and Hierarchy Withdraw publications. If your intent is to have an item removed from the UNFI system, work with your UNFI Merchandiser have the item discontinued in our system.

5 PRIVATE BRANDS

If you supply UNFI Private brand items, please refer to the *UNFI Private Brands* document

5.1 NON-UNFI PRIVATE BRAND OR GENERIC ITEMS

For private brand or generic brand items where UNFI is **not** the brand owner (such as, for example, IGA items), you'll need to obtain the correct GTINs from the brand owner company.

- Make sure the correct brand owner is set at the Pallet, Case and Each level (**all levels**)

6 FIXING ALREADY-CREATED ITEMS

If you need to make pack size or component GTIN changes to an item you've already published to us through GDSN, please reach out to the appropriate EIM team.

- Refer to *UNFI Data Sync Contact* document to determine appropriate EIM Team

EIM will determine the necessary next steps, which may include manually deleting the item from our system so you can re-create it.

- Sending "Delete" publications through GDSN doesn't delete the items in our system.
- If EIM notifies you that an item has been deleted from our system, you will need to re-publish it to us as "NEW".
 - If your solution partner is 1WorldSync, refer to "Republishing in IM" document on the UNFI Community Page.
 - Otherwise, you will need to perform the following steps:
 1. Delete the publication
 2. Wait 25 hours (very important)
 3. Publish as NEW

7 Publication Feedback

- CIC responses – See *UNFI CIC Message Descriptions* document.
- An on-request Conventional Item Sync report – See *UNFI Item Sync Report* document

APPENDIX

Below is a list of all documents referenced here and other useful documents.

All these documents can be found on our Landing Page and Community Page.

Document / Quick Reference	Document Purpose
Steps to Start Synchronizing with UNFI	High level overview on steps needed to get setup for Data Sync with UNFI
UNFI Implementation Guide	Guide to doing Data Sync with UNFI and useful documents to reference.
UNFI Attribute List	Reference of the Attributes that UNFI requires
UNFI Product Descriptions	Description and Pack attributes requirements
UNFI Product Image Requirements	Consumer Image and Case Image requirements
UNFI TiHi Requirements	Explains which ti/hi attributes to use based on publication type
UNFI GLN List	List Active GLNs and DC locations updated by the GLN
Initial Load vs New	Using publication type that reflects your "INTENT"
Which items do I need to synchronize with UNFI	All items to be presented to UNFI should be created via DataSync.
UNFI Private Brands	How to handle Private Brand items
UNFI CIC Message Descriptions	CIC Messages and actions needed
UNFI Data Sync Contacts	Email Contacts for Data Sync and Data Management & Governance team (formerly EIM)
UNFI ITEM SYNC REPORT (Coming Soon)	Information about the Item Sync reports which provides synchronization information for your items