



Dear Valued Supplier,

As a key strategic partner, Wakefern Foods has identified you as a top priority supplier for synchronizing your product information via the Global Data Synchronization Network® (GDSN).

Wakefern has incorporated GDSN and data sync process for over a decade now. As previously communicated, effective March 1, 2019 all supplier partners are required to synchronize their product content via the GDSN process. This requires becoming a member of a GDSN certified data pool such as 1WorldSync. For a list of GDSN certified data pools, go to <https://www.gs1.org/services/gdsn>

Currently we are NOT receiving your active item content via the data sync process, as required. We are asking you to start the process as soon as possible to get in compliance with our product data requirements.

Wakefern's data initiative aims to satisfy consumer demand for product information and to improve supply chain efficiencies. GDSN provides tangible benefits for retailers and suppliers, which include:

- Complete and accurate item information will speed your new item to shelf
- Provides product transparency for the consumer to make informed decisions about the products they purchase
- Eliminates data errors, resulting in increased efficiencies and cost reductions
- Eliminates manual data entry for the creation of new items
- Enables real time updates for item maintenance

Wakefern has collaborated with 1WorldSync to support our GDSN program and recommends 1WorldSync's product content solutions for your product information syndication needs.

Getting Started - Your Next Steps:

1. If you are already GDS capable complete the Wakefern Trading Partner Form available on the [Wakefern landing page](#)
2. If not capable, contact 1WorldSync at 866.280.4013, Option 1 or businessdevelopment@1worldsync.com to learn more about how to participate in the GDSN and synchronize your product content with Wakefern.
3. Review the Wakefern Implementation Guide at <https://www.1worldsync.com/Wakefern>.
4. Publish your item data for all contracted items
 - Wakefern **GLN: 0341190000006**
5. Review the Wakefern Implementation Guide periodically to stay current with data attribute requirements

If you have questions regarding this important initiative, please contact Data Synchronization Team at datasync@wakefern.com.

Thank you,

A handwritten signature in black ink that reads "Christine McMaster". The signature is written in a cursive, flowing style.

Christine McMaster

Director of Data Governance – Wakefern Food Corp.