

# AWG PARTNER GATEWAY

*...an element of Convergence*



Dear AWG/VMC Vendor Partner,

Associated Wholesale Grocers, Inc. (AWG) has published a Vendor Compliance Manual that outlines the requirements, specifications, and policies pertaining to all vendor partners on the AWG Partner Gateway (APG). Vendors who are not yet signed up can access the essential compliance documents via the AWG Vendor Page, <http://www.awginc.com/vendors.html>, for a short period while APG onboarding is completed. The manual includes compliance, merchandising, and pallet and case characteristics necessary for all inbound products. Newly published information which will be required for inbound product receiving.

Following the requirements in the Vendor Compliance Manual will increase the efficiencies across the AWG network, reducing the handling and administrative costs, which is required for benefit of our member-retailers.

AWG and Valu Merchandisers Company (VMC), a wholly owned subsidiary of AWG, have partnered with **1WorldSync** to implement and leverage the **Global Data Synchronization Network (GDSN)** for the automated exchange of product information.

We recently released Phase 1 of the **APG**, a new platform that will allow us to streamline collaboration and exchange of your product content and attributes. APG is part of Convergence, the multi-year journey to significantly improve our member-retailers ability to compete favorably in the markets they serve. In upcoming releases, the integration of APG with 1WorldSync will further allow you to integrate your systems to automate the flow of item attribute maintenance via the GDSN directly into APG. We know it takes time for your organizations to make system and technology changes, so we're providing this advanced notice.

Our goal with this initiative is to simplify and reduce the cost to serve our member retailers, while maximizing the distribution and sale of your products. By gathering your product content through the standardized GDSN platform, it will:

- Simplify the exchange of product information
- Improve efficiency within the supply chain

If you are receiving this communication, we have identified your organization as a valued trading partner and we are encouraging our supplier base participate in the GDSN capability to enable suppliers to reduce the time spent on item setup and maintenance. By leveraging the GDSN platform, we are enabling the exchange of standardized, reliable and brand owner certified content.

**Next Steps – Enroll with 1WorldSync/GDSN to establish the process to publish your Product Information**

If you are currently using a GDSN data pool:

- Submit the AWG Trading Partner Form [HERE](#)
- Review the Implementation Guide and desired attributes located on the 1WorldSync [Landing Page](#)
- Publish item specific content to the **AWG GLN: 0070038000006**
- Once GDSN content has been synchronized, go into the [AWG Partner Gateway](#) to complete setup for new items and update existing items

If you are NOT currently using a GDSN data pool:

- Submit the AWG Trading Partner Form [HERE](#) and a 1WorldSync representative will contact you
- OR
- Contact 1WorldSync directly at 866-280-4013 or [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com)

For GDSN related questions or to get started on data synchronization, contact 1WorldSync at or 866-280-4013.

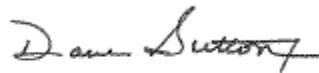
For initiative questions or specific AWG business related issues, contact [datasync@awginc.com](mailto:datasync@awginc.com) or your AWG business partner.

Thank you for your participation.

Sincerely,



Tye Anthony  
SVP, Merchandising



Dave Sutton  
President, VMC