



June 12, 2023

Hello Trading Partner,

Schnucks is leveraging GDSN to source product data from our supplier partners. The GDSN data ensures integrity and quality of the item information in our product data management systems. You are receiving this message as you are a valuable supplier partner of Schnucks, and it is important that we have the most up-to-date data for products we buy from you.

We are asking you to send product data for your current Schnucks assortment and continue to publish all new items to us via the GDSN. Follow these steps to get started:

1. Clarify who is responsible for sending product data via the GDSN.

- If you are a broker/distributor that is representing products for a manufacturer, please share this communication with your associated contacts at the manufacturer company for the items that you represent.

2. GDSN data pool set-up:

- a. If you are the responsible party for product data syndication with retailers, and you are subscribed to a GDSN certified data pool such as 1WorldSync, then review the data synchronization Implementation Guide available with step-by-step instructions at: <https://1worldsync.com/trading-partners/schnuck-markets-inc/>
- b. If you are **not** currently set-up with a data pool service:
 - o Contact 1WorldSync to get set up for a data pool service. Send email to: businessdevelopment@1worldsync.com

3. Syndicate your product data to Schnucks' GLN: 0041318001501

- For those who have already synchronized your existing Schnucks' assortment via the GDSN, we thank you. Please revisit your current publication to ensure you are synchronizing all your items.

If you have any questions regarding this request, please contact the COE product team at:
1wsync@schnucks.com.

You can also join our team for a live supplier webinar on June 22, 2023 at 10:00 CT where we will provide an overview of our GDSN request along with a live Q&A session.

Register [here](#) to attend this webinar

Contact 1WorldSync for Service Assistance or Technical Support:

1WorldSync is an end-to-end product content solution partner that can assist you in sourcing your product information including images and other rich media, as well as managing and syndicating your product content to meet your trading partner requirements. You can contact them for assistance at:

Phone: +1 866.280.4013 | **Email:** businessdevelopment@1worldsync.com

Sincerely,

Ryan Cuba
Chief Merchant | Schnuck Markets, Inc.