

Dear Valued UNFI Partner,

UNFI is investing in many initiatives to improve our customer experience across digital platforms. Recently, UNFI launched an upgraded customer experience on **myUNFI.com**, our premier B2B website. myUNFI.com provides access to brands & products distributed by UNFI to our customers, as well as billing, claims, and other timely business information.

As we look to partner and **grow digital sales on myUNFI.com for your brand**, product images & attributes are essential components for visual presentation, transparency, and sales. **Global Data Sync (GDS) is UNFI's preferred standard** for product attributes, including full package information & updates, images, product dimensions, etc. Leveraging GDS allows a single process to create new items as we enhance our enterprise new item process.

To capture this critical information and help us grow your sales, we request your partnership to either:

1. Provide required information directly to UNFI via your GDSN connection or through your current GDSN syndication partner.

Or

2. Provide this information utilizing a syndication provider within the GDSN network. UNFI has established partnerships with: **IX-One, Syndigo, 1WorldSync**. These providers support our data requirements (but you can leverage any certified GDSN data pool to provide your item information).

All SKUs in the UNFI product catalog require attributes & images as part of the SKU setup process. We recommend working with our preferred 3rd party partners to capture this information. In the event you choose to not provide this content for new or current SKUs with missing or outdated information, UNFI will capture this content on your behalf, resulting in a charge of \$150 per SKU.

Our Ask

To promote sale of your products on our digital platform, myUNFI.com, we ask for your participation in working with the above named UNFI partners to:

1. Share ALL ACTIVE ITEMS (new and existing SKUS) with selected partner for image and data capture
2. Ensure ALL NEW ITEMS AND PACKAGE CHANGES are shared with selected partner for image and data capture going forward

To ensure continued success and mutual partnership in growing your brand, constant adherence to the above process is critically important going forward. **We ask that you align with a GDSN partner of your choice by 10/31/2023** to maximize our ability to drive sales of your products for the holidays. Best,



Melissa Angle
VP Supplier Relationship Management



Tom Kraus
VP Digital Commerce