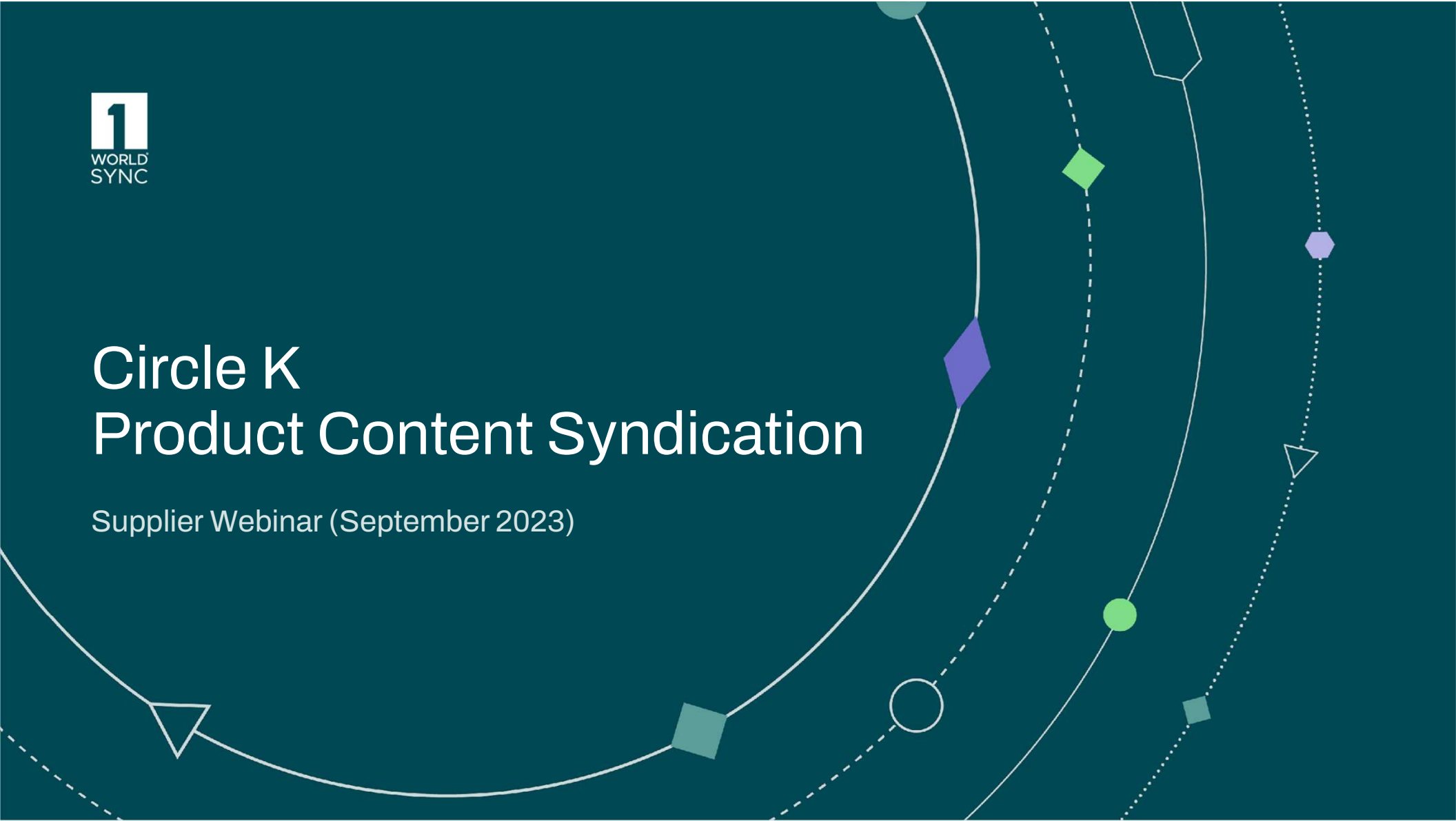# Circle K
Product Content Syndication

Supplier Webinar (September 2023)

TEAM INTRODUCTIONS

Nathan Baker
1WorldSync - Program Manager, Community Enablement

Tom Becker
Circle K – Director, Proprietary Brands

Jenifer Ostrom
Circle K – Director Digital Channels

Betsy Freeman
Circle K - U.S. Merchandise, Marketing Campaign Manager
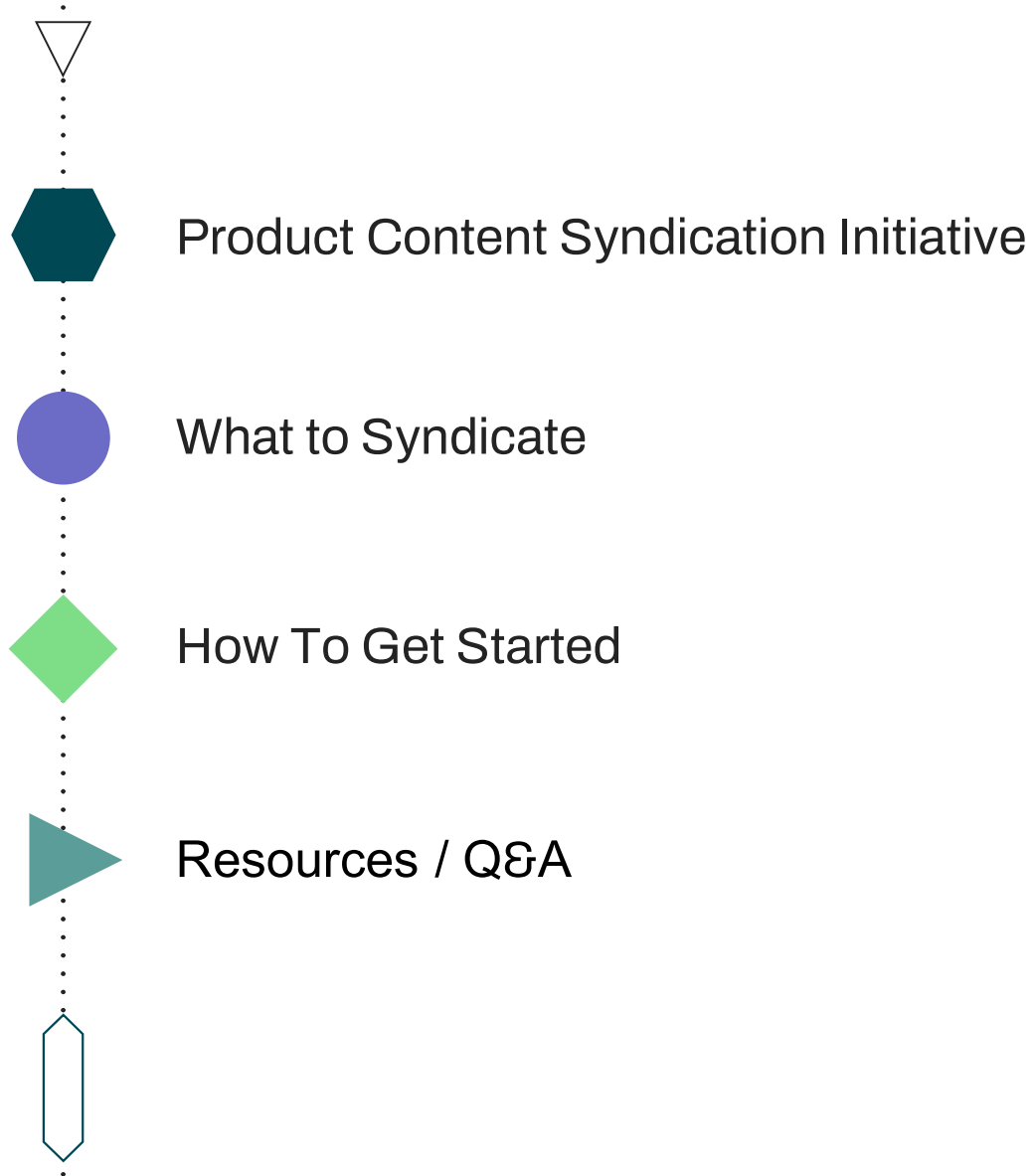
Elisa Goria
Circle K - Global Director of Sustainability-Packaging & Waste

Kimberly Bizon
Circle K - North America Program Manager, Ecommerce Enablement

AGENDA

Product Content Syndication Initiative

What to Syndicate

How To Get Started

Resources / Q&A

Who Is Circle K?

- With over 9k stores in North America, operating under the Couche-Tard and Circle K brand, and more than 14k locations worldwide, ACT/Circle K is one of the largest convenience retailers in the world

- Since 1951, we are known for quality products and great customer service and we're proud of where we've been and where we're going

Product Content Syndication Initiative

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CIRCLE K

Circle K Product Content Initiative

Goals:

- Streamline product information processes within Circle K through central PIM

- Drive item set up process and product sales

- Integrate with downstream programs: nutritional labels, sustainability, and ecommerce

- Drive efficiency in our business and sales growth for our vendors

Path to Success

- Obtain access to the most accurate and complete product information

- Synchronize product information for any new and all existing items via 1WorldSync

What is GDSN and Data Synchronization?

Global Data Synchronization Network (GDSN) is world's largest product data network of:

1. **Information providers** such as brands, or suppliers

2. **Information requesters** such as convenience stores, retailers, ecomm companies, etc.

3. **Data pools** such as 1WorldSync who provide system or platform to enable the sharing of product information via GDSN method

Data Synchronization is the process of sharing all product data via a data pool with participating customers

1. Product attributes that can be exchanged via GDSN solution include supply chain, compliance, regulatory, marketing, digital assets and much more

Benefits to Brands

1. Standard industry solution that allows consistency of product data across all channels and trading partners

2. Efficiency of data exchange: "One-to-many"

3. Built-in validations using GDSN and Circle K Playlist for packaging configuration and other attributes, ensure your data is accurate before shared with us and your other customers

4. Widely used data validations for completeness and accuracy helps drive the cost low

5. Enables Circle K to succeed and grow our and your business

Aligning Our Goals w/ Our Suppliers

Why should suppliers participate in this initiative?

- Master data records to be complete and accurate

- A central location to hold all product data across all sources

- Product specification sheet won't be necessary, nor requested

- Improve efficiencies within supply chain and logistics

- Align to the same data platform as our key distributor partners

- Improve our product data for nutritional labelling requirements

- Integrate data with downstream digital experiences to enhance customer journey, which includes latest product images and customer facing descriptions

What to Syndicate

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What Data Attributes to Synchronize

- **Core Supply Chain** to support our order, storage and distribution processes

- **High Quality Images ; Robust Marketing Content** for product listing on digital media and print flyers

- **Nutritional and Ingredient information** for food items

https://1worldsync.com/circle-k

RESOURCES

GDSN Communications

PDF Circle K Supplier Letter

Key Documents

PDF Circle K Implementation Guide

Circle K Attribute List

Helpful Links

Circle K Website

Apply for a U.P.C Company Prefix

https://1worldsync.com/trading-partners/circle-k/

1WorldSync Item Management (IM)

Item Management is an item set up automation solution that allows instant validation and publishing of impactful product data

- Manage supply chain and ecommerce content with ease
- View instant, retailer-specific attribute validations using Playlists
- Focus on work that matters most with streamlined workflows
- Control your content, secured on an ISO certified platform
- Gain access to the entire 1WorldSync platform: Digital Catalog, SmartLabel, Digital Asset Management and more

Item Management (IM) Playlist

What is a Playlist?

- A playlist is functionality available within 1WorldSync Item Management (IM) platform that allows for suppliers to add a specific view of attributes and validations onto their items to easily locate and know a recipient's requirements

- Playlist puts focus on getting items compliant from initial setup to alleviate the headache of reviewing after the fact and making additional revisions

- The Circle K playlist is free for all 1WorldSync Item Management subscribers

Item Management (IM) & Playlist Demonstration

Kara Bianchi
1WorldSync - Director, Go-To-Market (GTM) Strategy & Delivery

WORLD SYNC

Item Management (IM) Playlist

CIRCLE K

- To activate the Circle K playlist go into an existing item within the 1WorldSync Item Management (IM) platform and start to type in "Circle K" under the Playlist search field

- Once the Circle K Playlist option appears, simply click it to have it applied to your item

Item Management (IM) Playlist

- Once the Circle K playlist is applied you can hit the "validate" button, in the top right-hand corner of your screen, to review any additional Circle K required attributes that are not present on your item
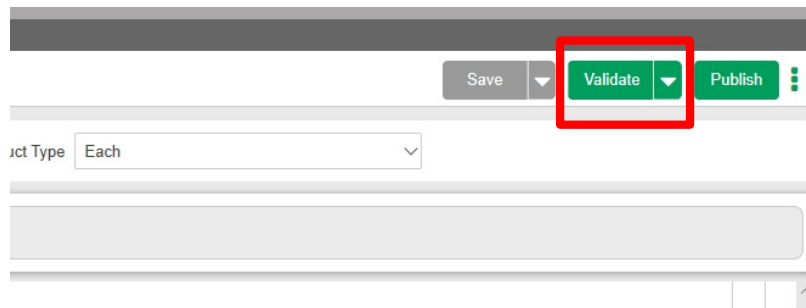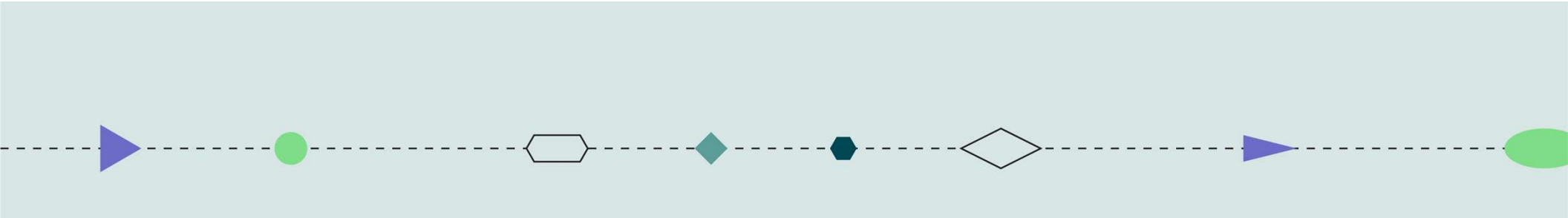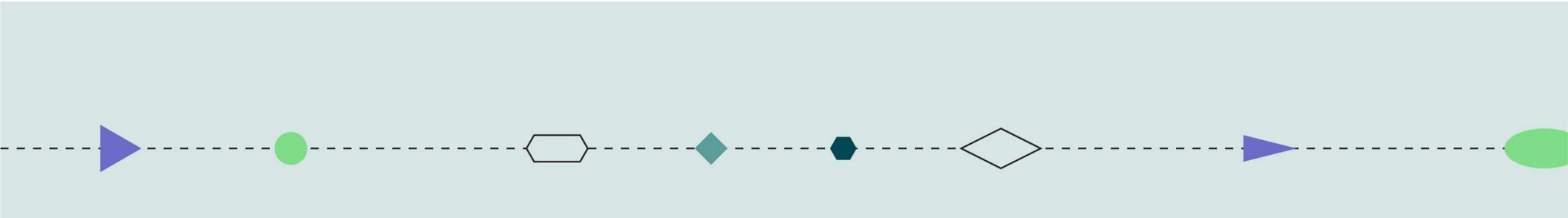
How To Get Started

How To Get Started

CIRCLE K

1. Visit https://1worldsync.com/circle-k

   i. **Complete the Circle K Trading Partner Form** to request IP GLN subscription set up

   ii. Review the Circle K **Implementation Guide and Attribute List**

2. Publish your current Circle K items to their GLN 1200109124471

   1. **Validate your item data against Circle K Playlist in 1WorldSync Item Management**

*If you are not currently participating in the GDSN, please reach out to businessdevelopment@1worldsync.com or call 1WorldSync at +1 866.280.4013.

*If you are looking for product content creation visit https://1worldsync.com/solutions/create-product-content/

Resources

Supplier Resources

Visit Our Trading Partner Resource Page:

https://1worldsync.com/circle-k

Contacts

1WorldSync Supplier Engagement Team

businessdevelopment@1worldsync.com

1WorldSync Technical Support Team

+1 866-280-4013 Within the U.S. (Follow the prompts)

technicalsupport@1worldsync.com (Technical Support)

Circle K

PIMDataGroup@circlek.com

Q & A

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THANK YOU