



# SAS (S. Abraham & Sons)

GDSN Data Syndication Supplier Webinar



May 16, 2024

# PRESENTERS



## Jill George

Program Manager, Community Enablement | 1WorldSync



## Jordan Wuorinen

Master Data Specialist | SAS



## Neal O'Bryan

Pre-Sales Engineer | 1WorldSync

# AGENDA



## Team Introductions

Jill George – 1WorldSync



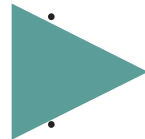
## SAS Data Sync Overview

Jordan Wuorinen – SAS



## Item Management & Playlist Demo

Neal O'Bryan – 1WorldSync



## Supplier Resources

Jill George – 1WorldSync



## Q&A

SAS & 1WorldSync Teams

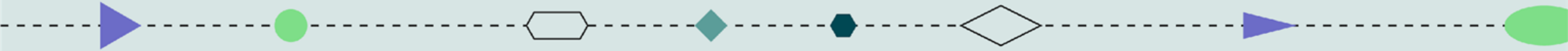
# About S. Abraham and Sons



## Providing Excellence in Convenience Retailing

- Founded in 1927 in Grand Rapids, MI
- Specialized in grocery and foodservice solutions for convenience stores and campus retail locations throughout the Midwest
- High-quality products and an abundant selection of over 13,000 items
- Serving over 3,400 customers in eight states
- SAS employs over 500 people, and has distribution centers in Grand Rapids, MI and Indianapolis, IN





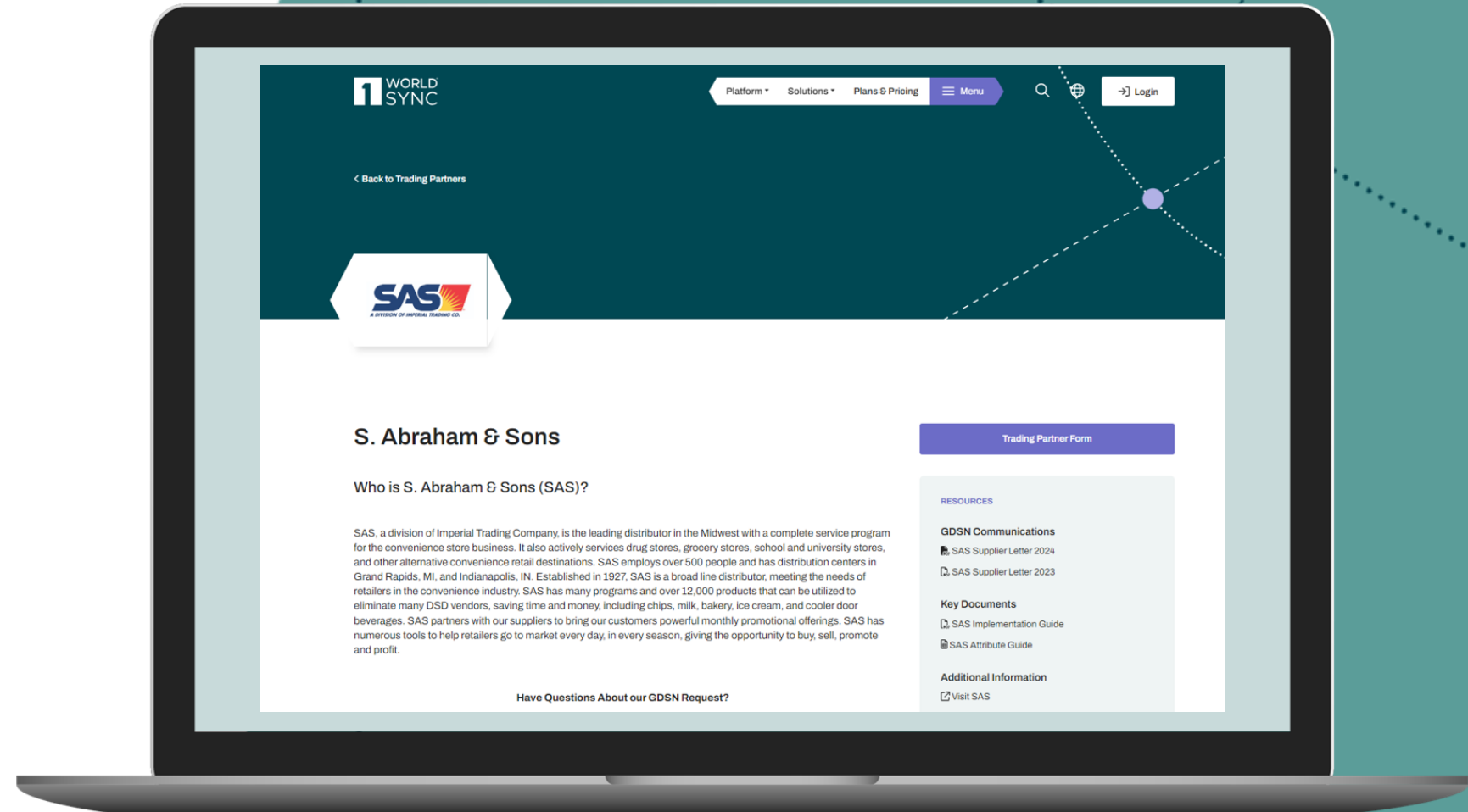
# SAS Data Sync Overview

# SAS GDSN Data Synchronization Goals

Allowing Suppliers to Provide Trusted, Standardized Product Content

**With the proven efficiencies of using GDSN, this is now the preferred method of getting all item content to SAS**

- Helping to ensure SAS has quality, accurate, and up to date information on all items in our catalog
- All updates performed on existing items, within GDSN, will automatically flow over to SAS allowing for real-time updates of supplier product content



# SAS GDSN Product Content Request

## Full Catalog Content & Attribute Preferences

### Full Catalog Content Publication

- Our preference is to receive full catalog publication for relevant categories.
  - We will be moving our New Item Setup process away from our ERP system and into our GDSN platform. If items are not being published to us via the GDSN process, we will not be able to set them up in our system.

### Attribute Requirements

- Above and beyond the GDSN Mandatory attributes, SAS is asking for the attributes outlined in the Attribute Guide.
- **Please Note:** If you are currently unable to provide the full list of attributes requested, please send what you have available today. You can send additional attributes as they become available.

# SAS GDSN Product Content Request

## Images

### Use of Images

- Ensuring SAS Promotional Materials are using the most recent, accurate images
- Assuring that our Corporate and Customer Specific Planograms are accurate
- Our customers can access the images through 1WorldSync Digital Catalog for use in their own promotional materials

### Types of Images Needed

- High-Resolution Consumer Unit Images (showing brand, description, net content)
  - Front-facing image of product is required
- Nutrition Fact Label
- Ingredients Label

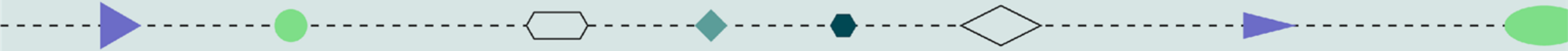


# Image Preference Examples



Nutrition Facts	
24 servings per container	
Serving size 1 bar (52g)	
Amount per serving	
<b>Calories</b>	<b>230</b>
% Daily Value*	
<b>Total Fat</b> 8g	<b>10%</b>
Saturated Fat 6g	<b>30%</b>
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 110mg	<b>5%</b>
<b>Total Carbohydrate</b> 37g	<b>13%</b>
Dietary Fiber <1g	<b>0%</b>
Total Sugars 31g	
Includes 28g Added Sugars	<b>56%</b>
<b>Protein</b> 3g	
Vitamin D 0mcg	0%
Calcium 70mg	6%
Iron 0.5mg	2%
Potassium 110mg	2%
<small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

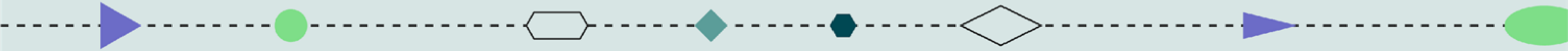
INGREDIENTS: SUGAR, CORN SYRUP, VEGETABLE OIL (PALM KERNEL OIL, PALM OIL, SUNFLOWER OIL), SKIM MILK, SOY NUTS, PEANUTS, CONTAINS 2% OR LESS OF: COCOA, MALTED MILK (BARLEY MALT, WHEAT FLOUR, MILK, SALT, BAKING SODA), ALMONDS, SALT, ARTIFICIAL COLOR, SORBITAN TRISTEARATE, HYDROLYZED MILK PROTEIN, LECITHIN (SOY), ARTIFICIAL FLAVOR, MONO- AND DIGLYCERIDES. **CONTAINS: PEANUTS, ALMONDS, MILK, WHEAT, SOY.**  
**MANUFACTURED ON THE SAME EQUIPMENT THAT PROCESSES OTHER TREE NUTS.**



# Item Management (IM) & Solutions Demonstration



**Neal O'Bryan**  
1WorldSync – Pre-Sales Engineer



# Next Steps for Suppliers

# How Do We Participate?

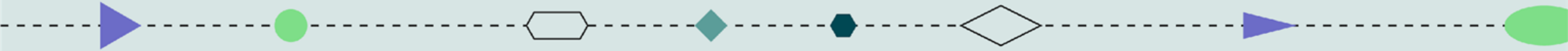
## Publish Your Product Content via GDSN to SAS

1. Fill out the **SAS Trading Partner Form** at:  
<https://1worldsync.com/trading-partners/s-abraham-sons/>
2. Review the SAS [Implementation Guide](#)
3. Review the most current [SAS Attribute Guide](#)
4. Once GLN subscription has been confirmed by SAS team
  - Send all GDSN publications to **SAS GLN: 0860000016308**

## Not Participating in the GDSN?

If you are not currently participating in the GDSN and need to get started, contact your preferred GDSN data pool for assistance. You can reach out to 1WorldSync at:

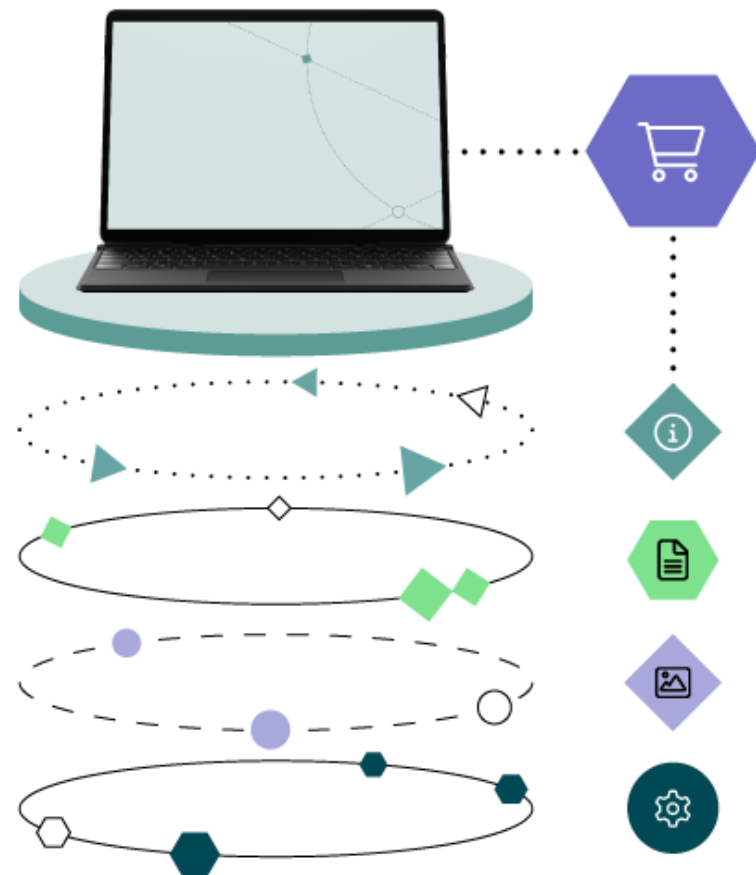
- [businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) or +1 866.280.4013



# Resources

# Data Loading & Maintenance

1WorldSync's team of data experts save you time and money as they quickly format, load, and publish your product content and data.



1

## Unlimited Attribution

We'll upload and publish all your Supply Chain and E-Commerce product information.

2

## Image Loading

Send us your images and we'll format them according to the corresponding product.

3

## Full Hierarchy Support

Enjoy complete formatting for your products' each, case, and pallet information.

4

## Ongoing Maintenance

Product content is consistently evolving due to consumer trends and behaviors. Our team has you covered for any updates needed.

# Photography & Imagery Services

1

## GS1-Compliant Image Sets

Three marketing, angled shots, plus six planogram images to accurately showcase your products.

2

## 360-Degree Photography

- 24-72 images packaged into 360-degree image
- Multiple planes to show all angles of product or package
- Ideal for increasing e-comm conversions

3

## Strategic E-Commerce Imagery

- Hero Images
- Augmented Reality
- Foodservice Imagery
- 3D Rendered Imagery



# Contact Resources

## SAS Data Team

[datasync@sasinc.com](mailto:datasync@sasinc.com)

## 1WorldSync

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

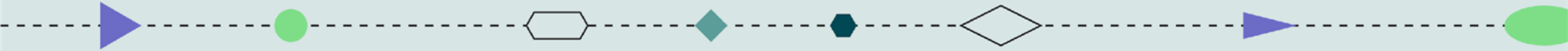
[technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com) (Technical Support)

[businessdevelopment@1worldsync.com](mailto:businessdevelopment@1worldsync.com) (General Inquiries)

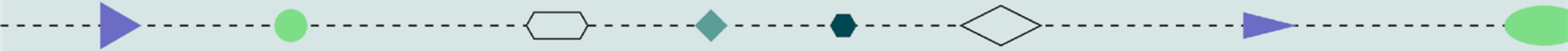
## SAS Trading Partner Data Sync Resource Page

<https://1worldsync.com/trading-partners/s-abraham-sons/>





# Q&A



Thank You