

UNFI PRIVATE BRANDS

1. VENDORS WHO SHOULD BE PARTICIPATING

UNFI is actively synchronizing item data with single sourced store brand suppliers. If your company is the single source for store brand items you sell to us, we expect you to implement data synchronization.

UNFI is also looking to do data sync when multiple suppliers that produce store brand items for us. Please be sure to contact DataSync@unfi.com prior to publishing these items.

2. OBTAINING CORRECT GTINS

For either group, you should **not** be generating the GTINs for private brand items yourself, nor should you rely on the accuracy of the spreadsheet reports we send you. Instead, you should be reaching out to our **Brands+** team contact Lori Runyon (Lori.A.Runyon@unfi.com) to obtain your private brand GTINs.

- Be sure to obtain unique GTINs for **all** levels of your item hierarchy – pallet, case, inner pack, and each.

3. SPECIFY THE CORRECT GLN OWNER

Prior to publishing UNFI private brand items, be sure that UNFI is specified as the Brand Owner of those GTINs. The UNFI Brand Owner GLN is **004113000003**.

4. NON-UNFI PRIVATE BRANDS OR GENERIC ITEMS

For private brand or generic brand items where UNFI is **not** the brand owner (such as, for example, IGA items), you'll need to obtain the correct GTINs from the brand owner company.

- Make sure the correct brand owner is set at the Pallet, Case and Each level (**all levels**)