



Announcement: New Item Setup and Item Maintenance Process Change

Dear Valued Supplier,

Johnson Bros. Bakery Supply Inc. is excited to announce we have partnered with 1WorldSync to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of product information.

If you receive this communication, then we have identified you as a valued information partner. Starting today, JBBS is requesting all our valued suppliers and partners to participate in the GDSN. By leveraging the GDSN platform we are enabling the exchange of standardized, reliable and brand-owner certified content. This will allow us to move forward with our goal of improving food safety and quality control, as these are key components of our culture and are critical to JBBS's continued success.

Please note important upcoming timelines for Existing Items and New Item setup process changes.

Existing Item Updates: Starting 08/15/2025, all vendors are required to synchronize existing product information with JBBS using a GDSN data pool. We strongly encourage you to collaborate with your internal teams to ensure a smooth transition, enhancing your products' visibility and accuracy across our stores and online platforms.

New Item Setup: Beginning 09/15/2025, all newly approved items must be set up through the GDSN via a data pool, with 1WorldSync serving as our designated partner. While the New Item Form (NIF) will continue to be available during a transitional phase, our long-term goal is to phase out regular use of the NIF form. Eventually, the NIF will be employed only in specific, situational circumstances.

By building upon our relationships with our supplier partners, this initiative will provide mutual benefits that include:

- Faster time to market and product description accuracy for eCommerce
- More complete and accurate master data records
- A central location for product data to validate across sources
- Updates of yearly supplier specification updates on products provided
- Increased speed to market through efficiency of supply chain and logistics
- Additional supplier provided product data for labeling and track and trace requirements

For additional resources and to begin your registration with 1WorldSync, please visit:

<https://1worldsync.com/trading-partners/johnson-bros-bakery-supply/> or contact 1WorldSync directly at businessdevelopment@1worldsync.com.

We greatly appreciate your partnership and cooperation in making this transition smooth and effective, ultimately benefiting both our organizations and our valued customers.

Warm regards,



Christopher Mayes | I.T. Director - Johnson Bros. Bakery Supply Inc.



Patrick Lynch | Director of Procurement - Johnson Bros. Bakery Supply Inc.