

Subject: Action Required: Unlock Product Visibility and Exclusive K-12 Sales Data with MenuLogic

We're writing to invite you to join the **MenuLogic Data Initiative**, a program designed to fundamentally improve how school nutrition teams discover, select, and use your products, while giving you unparalleled access to crucial sales and forecasting insights within the K-12 market.

The Value Proposition: Why Your Data is Essential

MenuLogic is a purpose-built data, menu, and operations platform used by school districts every day to plan menus, serve meals, and manage inventory. By publishing your product data (CN labels, nutrition facts, ingredient lists) directly into the MenuLogic platform via the **GDSN (Global Data Synchronization Network)**, you achieve two critical goals:

1. **Immediate Customer Success:** You directly empower school nutrition teams with the **complete, accurate data** they need to meet compliance standards and build menus quickly and with confidence.
2. **Product Adoption & Growth:** You ensure your products are **discoverable and easier to add** to school menus and production workflows, significantly driving adoption.

Exclusive Benefits for Food Manufacturers & Vendors

Joining the initiative isn't just about helping your customers, it's about gaining a competitive edge and better understanding demand:

- **Boost Menu Adoption:** Seamlessly integrate your product details into school menu and production planning, making selection effortless for staff.
- **Access Menu Analytics (Coming Soon):** An optional premium feature designed for participating partners, Menu Analytics will offer unmatched visibility into product usage, forecasting, and purchasing trends. For the first time in K-12 school nutrition, manufacturers will be able to connect product data directly to operational and sales insights to drive smarter strategies and business growth.
- **Ensure Compliance:** Provide your customers with the reliable data they need to meet stringent USDA and state nutritional requirements.

Next Steps to Participate

We are ready to onboard your product data immediately. Please follow the steps below to get started:

1. Complete the MenuLogic Trading Partner Form at (insert the landing page link)
2. Publish your K-12 product catalog to MenuLogic GLN **1200180696614**
3. For more information visit (insert the landing page link)

Please contact our **MenuLogic K12 Data Team** at data@menulogic-k12.com for any questions you may have about this request.

Let's work together to empower school nutrition teams and gain deeper clarity into the K-12 market.

Sincerely,

The MenuLogic Team