



January 23, 2008

ATTN: Fresh Foods Suppliers

PHASE 4 of Retailer Rollout Announced in Fresh Foods Category

Army and Air Force Exchange Service (AAFES), Associated Food Stores (AFS), Associated Wholesale Grocers (AWG), McLane, SUPERVALU, Wakefern, Wal-Mart and Wegmans Food Markets Continue to Collaborate on Department Focused Data Sync Campaign

Dear Supplier,

Continuing our effort to accelerate the joint value and benefits of synchronizing accurate data with our trading partners, we are working together with 1SYNC in executing a supplier adoption campaign and are focusing our efforts on engaging suppliers in specific categories within departments.

Phase 4 of our rollout plan (starting today) focuses on the following categories (but not limited to) in the **Fresh Foods** Department:

- Meat
- Poultry
- Seafood
- Deli

Please note that we continue to accept data from our Dry Grocery (phase 1), Health and Beauty Aids (phase 2), and Frozen Foods (phase 3) suppliers. The first step towards engaging in data synchronization is to ensure that your data is accurate. Accurate product information is critical for the foundation of the Global Data Synchronization Network (GDSN) and to the success of current and future supply and demand chain initiatives.

Retailers and suppliers both benefit when all items are 100% accurately synchronized as it enables a single, more efficient business process, accelerates the speed to shelf for new items, reduces logistics costs, and improves supply chain productivity.

SUPERVALU along with 1SYNC will conduct an educational web seminar for our suppliers in order to ensure you understand the business benefits, our expectations, and get your questions answered. The web seminar is scheduled for:

Date: Tuesday, Jan 29, 2008
Time: 2 PM – 3 PM CST (3 PM – 4 PM EST)
[Register here to attend](#)

Synchronizing accurate data using the GDSN is an integral part of supply chain business process across the globe. 1SYNC is an excellent resource to learn more about how to prepare for and begin your data accuracy and synchronization process. They can be reached at **+1 866.280.4013**. Please take advantage of this opportunity to demonstrate your commitment and leadership.

Sincerely,
Margaret A. Burgess, Senior Vice President Sales Directorate, AAFES
Brian Duff, VP Marketing and Procurement, AFS
Keith Ross, Director of Merchandising, The McLane Company
Duncan Mac Naughton, Executive Vice President Merchandising & Marketing, SUPERVALU
Janel Haugarth, Executive Vice President, President & COO, Supply Chain Services, SUPERVALU
Alan Aront, Vice President, CISD, Wakefern Food Corporation
Pam Kohn, Senior Vice President/GMM Perishable Grocery, Wal-Mart Stores Inc.

More Information on the Joint Retailer Roll out

AAFES, AFS, AWG, McLane, SUPERVALU, Wakefern, Wal-Mart and Wegmans rollout category focused data sync adoption program.... [read more](#)

Already a 1SYNC Customer

If you are already a 1SYNC customer please registers for a web seminar to learn how you can increase your connections by synchronizing data with all your trading partners.

Date:
Thursday, Jan 24
Thursday, Feb 14
Time: 1:00 PM - 2:00 PM CST
[Register here](#)

Download Now

Learn how Mount Olive Pickle and other Small to Mid-size Business (SMB) are benefiting from data synchronization by reading the brief Consumer Goods Technology (CGT) article. [Download here](#)