



Item Setup Process ALL Suppliers

October 10, 2020

Dear Valued Supplier,

Feesers asks that all suppliers send product data for item setup and item maintenance to Feesers via the Global Data Synchronization Network (GDSN). This data is required for ALL items that you are currently selling to Feesers, Inc. as well as any items that Feesers will purchase in the future. Feesers partners with 1WorldSync, the leading GDSN-certified data pool of our choice for receiving product information from our trading partners.

The data received via the GDSN is fully integrated in our online product catalog that our internal buying teams use to make purchasing decisions based on images, marketing messages, ingredients, allergens, and nutritional information demanded by today's consumers. We also leverage your item data in our internal systems to expedite both item setup and ordering.

Because of the needs of our largest business segments and customers, we now prioritize ordering from vendors who supply product data via the GDSN.

Publish Your Product Data Today!

1. Visit <https://www.1worldsync.com/community/customers/feesers/> to fill out our **Trading Partner Form** and review our **Implementation Guide** for step by step instructions on how to publish your item data
2. Upon receiving email confirmation from Feesers that your GLN subscription has been setup, publish your items per the Implementation Guide to **Feesers' GLN: 1100001020454**

If you are not currently a member of a GDSN certified data pool, please contact 1WorldSync at businessdevelopment@1worldsync.com or call 866.280.4013 for information on how to participate in this important requirement for item setup.

Thank you for your participation, we look forward to doing business together!

Sincerely,

Feesers Food Distributors