



Dear Supplier

FreshDirect is committed to delivering the very best quality and convenience to our customers. Vital to our success is our ability to increase the speed of supply chain processes. These processes drive sales of your products at FreshDirect and depend upon fast, accurate, and efficient capture of product data.

To further enhance our product data capture capabilities, FreshDirect is integrating with the Global Data Synchronization Network (GDSN) governed by GS1 Global Standards. We are partnering with 1WorldSync as our choice of GDSN data pool. This single source of information will, over time, eliminate our existing manual information gathering processes. Our goal is faster time-to-market for your products achieved by increasing the speed and accuracy of our new product introduction process.

We need your collaboration and are asking all our suppliers to share their product information and images with FreshDirect via GDSN no later than December 31, 2017.

The product information received via the GDSN will be fully validated and standardized per the GS1 Global Standards and will be available to our merchandising team to support all our category management and buying decisions.

Join us for a free web seminar on Wednesday, November 15 from 1:00 to 2:00 pm EST to learn more about FreshDirect's GDSN initiative. Register [here](#) to attend.

Failure to comply by the above timeline will impact our ability to launch your products as we add 8,000 new SKUs into our assortment in 2018. Listed below are the steps for you:

1. If you are currently subscribed to a GDSN data pool, you need to fill out our Trading Partner Form and review our attribute requirements at: <http://www.1worldsync.com/freshdirect/>
2. Publish your entire United States item catalog to FreshDirect GLN: **0811102020007**
3. If you are currently not subscribed to a GDSN data pool, you must start the process now to allow ample time to comply. You may select any GDSN data pool of your choice.
 - a. To get started contact 1WorldSync at 866.280.4013 or businessdevelopment@1worldsync.com
 - b. Work with your GDSN data pool to publish your product information per FreshDirect attribute requirements no later than December 31, 2017
4. Work with a 1WorldSync to understand your current GDSN status and your specific next steps

Please direct any questions regarding your participation in the FreshDirect GDSN program to Chuck Troyer, VP Merchandising Processes, at ctroyer@freshdirect.com or 917.543.8732 . You can also contact 1WorldSync at businessdevelopment@1worldsync.com or 866.280.4013.

Sincerely,

David McInerney
Chief Merchandising Officer & Co-Founder