



Dear Strategic Trading Partner,

As part of the organization's ongoing efforts to enhance the customer experience, Shamrock has developed MyShamrock Customer Portal and ShamrockORDERS. The new look and functionalities will make it easier for our customers to find information they need on products and events happening at Shamrock.

To ensure our investment exceeds our customer's expectations we need your support to improve the product content on all items we stock. We are requesting you review all of your Manufacture Brands and the Exclusive Branded items you pack for us to ensure 100% barcode compliance and content completeness. All of the content should be sent through the Global Data Synchronization Network (GDSN®) and attached you will find a scorecard that specifically states the number of items Shamrock purchases from you with the current count of items out of compliance.

Please ensure the correct departments receive this message and are aligned with our request below so that together we may grow sales and improve the quality of information share with our mutual customers.

Required by December 31st, 2014 for Exclusive and Manufactured Branded items:

- Warehouse & Core product Data (*GTIN, case dimensions, net/gross weights, Ti/Hi, etc*)
- Nutritional Information (*ingredients, allergens, nutrition facts*)
- Marketing Descriptions (*benefits, storage & usage, vendor description*)
- Images (*GS1 compliant*)

We believe these timelines are very achievable and we request your attention to this matter. If you are unable to achieve the deadline of December 31st, we will engage a third party to provide this information and will charge you for the cost we incur.

If you are currently working toward completion, we thank you and if you have any questions regarding this initiative and compliance requests, please contact DataCompliance@ShamrockFoods.com. Questions regarding data synchronization with Shamrock, can be directed to our GDS partner, 1WorldSync at [866 280 4013](tel:8662804013) or businessdevelopment@1worldsync.com.

Thank you,

Jody Wilmes
Director of Category Management & Purchasing