

Monday, November 26, 2018

To: Our Suppliers

Re: CRITICAL CHANGES TO NEW ITEM INTRODUCTION

Wakefern is excited to announce two new changes to our procedures for setting up new items, which include an increase in item attributes required for new item set up and utilization of Nielsen Brandbank, our provider of Product Images and Data Content. Both of these changes are targeted towards improving Consumer Transparency, ultimately leading to sales increases both in store and on line.

Effective December 31, 2018 all vendors are required to submit a case sample of all approved new items to the Nielsen Brandbank studio located in Green Bay, Wisconsin. In addition to providing a full set of high resolution images, Nielsen Brandbank will capture all content that appears on the package and digitize this content for review and analysis. We will use the content provided by Nielsen Brandbank to evaluate the completeness and accuracy of the data content provided by our suppliers through the Global Data Synchronization Network (GDSN).

ADDITIONAL NEW ITEM ATTRIBUTES

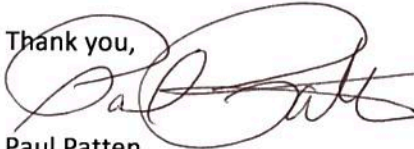
Wakefern has incorporated the Global Data Synchronization Network (GDSN) since 2009 as part of its New Item introduction system. In October 2018, we implemented the first phase of our data expansion project, supporting additional attributes associated with Nutrition, Ingredients and Allergens. With the completion of the final two phases of the project in the first quarter of 2019, our GDSN program will encompass more than 250 data attributes.

Effective March 1, 2019, suppliers will be required to not only participate in Global Data Synchronization, but to provide all of the required data attributes in their product data transmissions. For the detailed information pertaining to the specific data attributes/requirements, please refer to the Wakefern page located at <https://www.1worldsync.com/community/customers/wakefern/>.

Vendor Sales and Marketing Associates should immediately validate the current capabilities of their organizations. If your organization is already providing this information through Global Data Synchronization, Wakefern will be able to receive the data as needed. If not, you will need to collaborate with those areas of your company to insure the required attributes are provided.

A schedule of Meetings/Webinars, to provide more detailed information and answer questions, will be circulated shortly. We encourage you, and any other essential associates in your organization to attend. In the meantime, you can direct any questions to Christine McMaster, our Director of Data Governance (732.491.4783) or Michael Durning (732.491.4802), our Manager of Digital Assets and Standards.

Thank you,



Paul Patten
Wakefern Food Corp.
Group Vice President, Non Perishables



Terry Murphy
Wakefern Food Corp.
Group Vice President, Perishables

Cc: Joe Sheridan, Chris Lane, Bill Mayo, Cheryl Williams