



January 15, 2019

Dear Supplier Partner,

As a key part of Reinhart's sales growth strategy, we are focused on providing our Sales Consultants and customers with best-in-class product content (images, nutritional data, etc.) to enable an industry-leading online buying experience. To that end, we will be updating the product data requirements for setting up a new item in our system.

Updated 2019 Product Data Requirements:

1. A minimum of four unique, high-resolution images (acceptable file formats include .jpg, .jpeg, .tiff, .gif, or .png).
2. Core-case data (includes GTIN, weights, dimensions, shelf life, and product description).
3. Complete nutritional information.
4. Preparation and storage instructions.
5. A product-specific marketing message.

The attached Image Specification flyer better explains Reinhart's four-image minimum requirements and clearly describes the GS1 standard image naming conventions. It also contains examples of Reinhart's preferred image types, which are:

1. Open case/view of inner pack.
2. Inner pack out of the box.
3. Raw product out of packaging.
4. Plated/in-use.

What does this mean?

1. New items will not be set up in the system by Reinhart if our product data requirements are not met.
2. Turnaround on new item setup will be slower if product data requirements are not met.
3. GS1 publications are the preferred method for Reinhart to receive required data.
 - a. Publications must be sent as soon as possible to Reinhart's GLN: 0016563000012.
 - b. Publications that do not meet the product data requirements will not be accepted.
4. Proprietary branded products (Burger King, Chipotle, Subway, etc.) will require core-case data only.
5. Commodity products (fresh produce, meat primals, PACKER products) must now meet all product data requirements.
 - a. Products without a GTIN cannot be published through GS1: the full New Item Request Form is required.
6. E-Brand/IMA products must be published directly to Reinhart via GS1. All product data requirements apply.
7. Non-Food products must meet all product data requirements except for nutrition

The Corporate Standards team has scheduled a webinar with 1WorldSync, our GS1 Data Pool Provider, to go over these new requirements and explain more about what the changes mean for you: [Register Here](#). If you have any questions or concerns, please reach out to corpstandards@rfsdelivers.com.

Thank you,

A handwritten signature in black ink that reads "Jim Lyman". The signature is written in a cursive, flowing style.

Jim Lyman
Corporate VP of Sales Operations
Reinhart Foodservice, L.L.C.