



Enhance Your Product Visibility on Instacart

Instacart is excited to join the 1WorldSync platform. This collaboration will allow Instacart to connect directly with manufacturers and brand owners, facilitating the synchronization of product content through the global data synchronization process.

We are ready to begin leveraging this leading-edge industry solution, which thousands of CPG/Grocery industry members have trusted for decades to access accurate, consistent, and timely product content.

We want to connect with your GLN (Global Location Number) to start receiving the product content via the GDSN (Global Data Synchronization Network).

- To begin, request a subscription for your GLN by filling out the trading partner form on our landing page located at <https://1worldsync.com/trading-partners/instacart/>.
- **The Instacart GLN# is 1200180022390** - publish your item data as “Initial Load” by **June 30, 2025**.

Join us for a Live Webinar!

Thursday, May 29th, 2025 at 1:00 pm ET

[REGISTER!](#)

Why is sending product content to Instacart important for brand owners?

1. **Flexibility and Adaptability:** Brands can now seamlessly add new attributes beyond the current schema and data model. This flexibility enables quicker data model enhancements, faster collection of new content types, and more swiftly driving future improvements
2. **Time and Cost Efficiency:** By eliminating the need for extensive engineering efforts to modify attribute structures/schema, brands save on time, allowing them to allocate resources more efficiently.
3. **Seamless Integration:** The standardized format of the new channel ensures easy and smooth data transfer, simplifying the integration process for brands and reducing potential technical hiccups.

If you need additional assistance, you can also reach out directly to 1WorldSync at businessdevelopment@1worldsync.com. We look forward to connecting with you!

Sincerely,
Instacart