



Dear Valued Supplier,

Kwik Trip is excited to announce we have partnered with 1WorldSync, by Syndigo to implement and leverage the Global Data Synchronization Network (GDSN) for the exchange of product information. The Kwik Trip team has recently completed a major internal initiative aimed at improving our overall on-boarding time for item setup and product data quality.

If you are receiving this communication, then we have identified you as a valued information partner. Starting today, Kwik Trip is requesting all our valued suppliers and partners to participate in the GDSN. By leveraging the GDSN platform, we are enabling the exchange of standardized, reliable and brand-owner certified content. This will allow us to move forward with our goal of improving food safety and quality control, as these are key components of our culture and are critical to Kwik Trip's continued success.

By building upon our relationships with our supplier partners, this initiative will provide mutual benefits that include:

- More complete and accurate master data records
- A central location for product data to validate across sources
- Elimination of yearly supplier specification updates on products provided
- Increased efficiency of supply chain and logistics
- Additional supplier provided product data for labeling and track and trace requirements

Many of you are already participating with a GDSN partner so you should be ready to share your collected data with us. If so, please follow the next steps below as soon as possible so we can collect your GDSN related information and subscribe to receive your published product content.

If you are a supplier not currently participating in the GDSN, we are encouraging you to join a network to provide us with your product content as well. To get started please call 1WorldSync, by Syndigo at +1 866-280-4013.

Next Steps - Sending Your Product Information

- 1) Complete the Kwik Trip Trading Partner Form [here](#)
- 2) Review the Kwik Trip Implementation Guide and attribute requirements located on the [Kwik Trip Customer Page](#)
- 3) Publish your GDSN Item Content to the Kwik Trip **GLN 0039779000003**

If you have questions regarding this important initiative, please contact 1WorldSync, by Syndigo at 866-280-4013 or contact Kwik Trip directly at DataGovernance@kwiktrip.com.

Thank you for your participation.

Sincerely,

Kerri Bednarchuk – Director of Data Management