



Dear Supplier Partners,

At Schnuck Markets, Inc. (Schnucks), we remain dedicated to delivering an exceptional, seamless shopping experience across both our brick-and-mortar and e-commerce channels. A foundational element of this experience is accurate, comprehensive, and high-quality product data.

To streamline data collection at scale, Schnucks utilizes a standardized data ingestion workflow. We support item data transference through three primary providers: **Syndigo**, **Salsify**, and **1WorldSync**. This multi-platform approach provides our supplier community with the flexibility to utilize your preferred data syndication solution.

Scope of Requirements

These data requirements apply universally to **any and all items intended for resale** to end customers at Schnuck Markets. Suppliers are required to provide complete data coverage across the following elements:

- **Core Item Content:** UPC/GTIN, brand name, product description, size, unit of measure, and physical product dimensions.
- **Product Imaging:** High-resolution packaging photography including Front, Back, Left Panel, Right Panel, Nutrition Panel, and Ingredient Statement views. Images must be .JPEG, .JPG, or .PNG format.
- **Nutrition & Ingredient Data:** Full text-based ingredient statements and complete nutritional panel facts.
- **Wellness Attributes & Allergens:** Structural tags for dietary claims and allergen disclosures (e.g., Gluten-Free, Nut-Free, Organic, Plant-Based).
- **Marketing Copy:** Long descriptions and key feature/benefit bullet points.
- **Enhanced Content (Optional):** "Below-the-Fold" rich media or enhanced digital assets to optimize digital merchandising.

Action Required: Immediate & Ongoing Protocols

To ensure uninterrupted distribution and optimal speed-to-shelf, please adhere strictly to the following two-part mandate:

1. **Legacy Product Alignment (Immediate):** Connect with your selected data provider to publish all mandatory and relevant product attributes. This scope must encompass two categories:
 - All active products currently carried on-shelf by Schnuck Markets.
 - All authorized products approved for distribution at Schnuck Markets that require system setup to become active.

Urgent Action Required: Product Data Publication Deadline (July 31, 2026)

- Please ensure that all comprehensive product data is submitted and published via your preferred data provider to the Schnuck Markets channels by **July 31, 2026**. This mandatory publication must include:
 - **Current Inventory:** All items currently carried and active on-shelf at Schnuck Markets.
 - **Authorized Items:** All items formally approved or authorized for potential future distribution that have not yet been fully set up in the system.





2. **New Item Onboarding (Ongoing):** Moving forward, all true brand-new innovation items (items that are new for all retailers) must be fully published to Schnucks through your preferred provider immediately after the attribution is available from your innovation/ data teams. If these items are not published prior to being approved to carry at Schnuck Markets, **all attribution/asset fields listed above must be published no later than 24 hours following the merchant agreement to onboard the items.**

Compliance Notice: Failure to publish complete item data within this designated 24-hour window will result in delays to retail readiness and may lead to the immediate rescinding or discontinuation of the new item authorization.

Data Provider Connection Channels

If you are not already syndicating product content to Schnucks through one of our approved network partners, please establish your connection immediately using one of the options below. Brands should continue publishing product content through their preferred network partner to ensure CORE product content is available to Schnucks and compliant by **July 31st, 2026**. We're also excited to announce new capabilities coming later in 2026, such as Brand and Enhanced Content. Please connect with your network partner for more details regarding these capabilities.

- **Syndigo:** Visit the dedicated portal at syndigo.com/schnucks and complete the registration form to engage their onboarding team.
- **Salsify:** Contact the onboarding support desk directly via email at supplierxm-na-onboarding@salsify.com. This provider has a free open catalog publishing option.

We greatly appreciate your agility, collaboration, and continued partnership as we work together to elevate our shared consumer experience.

Sincerely,

Kim Gray - Chief Merchant Schnuck Markets, Inc.

Tom Henry - Chief Data & Information Officer Schnuck Markets, Inc.

