

An Important Message From Your Trading Partners



July 22, 2021

**Loblaw
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Limited**

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Senior Vice President,
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save on foods

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Chief Operating Officer,
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**WHOLE FOODS
MARKET**

Gary Macdonald

Purchasing Coordinator
- Canada
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To our valued trading partners,

As the Canadian economy gradually reopens, the grocery industry is successfully adapting to consumers' post-pandemic needs. The past year has brought to light several realities, which will remain part of the way we live for years to come. The number of Canadians turning to online platforms to purchase groceries and other essentials soared from 5% to 17% throughout 2020, which has accelerated digital commerce for the industry by nearly a decade. Consumer behaviour quickly adapted to the upward ecommerce trend that was evident from the onset of the pandemic - a trend that is still on the rise and is expected to remain more dominant than it was pre-pandemic.

As a collective grocery industry, we are committed to collaborating with you - our valued trading partners - to ensure we can offer customers the same experience no matter how they choose to purchase - in-store, online or through their mobile devices. Having up-to-date and accurate product data and images tell your product's story is critical to a successful digital commerce strategy. GS1 Canada is our industry's strategic partner in capturing product content and providing the tools needed to share accurate, bilingual, brand owner-certified content.

New Service to Easily Manage and Share Rich Marketing Assets

In May 2021, GS1 Canada launched Enhanced Asset, a service that is part of The Vault and provides **one location** to upload, manage, and share rich digital marketing assets such as lifestyle images, documents and videos, which will offer your consumers more information about your brands and products.

You now have the power to draw more out of your investment in your digital marketing assets through the Enhanced Assets service to further support your business and product sales.

For more information on Enhanced Assets and sharing marketing assets with your trading partners, contact GS1 Canada at images@gs1ca.org.

Complete These Steps to Share Your Product Data with Trading Partners

To ensure our mutual ability to deliver on the needs of today's shoppers, we ask that you complete the following steps to share your product data and images with your trading partners:

- If you are not a subscriber already, subscribe to GS1 Canada today.
- Load your complete product data to ECCnet Registry. This link provides you with the different loading options available.
- Publish your product data to your trading partners.
- Submit your products for image capture through the Content Capture Service Request or eSubmission.
- Register for The Vault at no cost to access Enhanced Assets.
- Access TrueSource™ Dashboard to identify gaps with GTIN loading, data completion and image capture.

For more information on loading your product data, contact GS1 Canada at info@gs1ca.org or **1.800.567.7084**. The GS1 Canada team is available to answer any questions you may have.

We are excited about the power of GS1 global standards and GS1 Canada's ECCnet Industry Managed solutions, tools and services to support our business processes and enable the exchange of accurate, bilingual, brand owner-certified product data. As a collective community, we support GS1 Canada's neutral operational model and commitment to advancing non-competitive industry issues and supporting businesses of all sizes and scale.

BUY-LOW FOODS

Troy Dewinetz

Vice President,
Merchandising & Marketing
Buy-Low Foods

**CHOICES
markets**

Jon Janower

Chief Operating Officer
Choices Markets

**GEORGIA MAIN
FOOD GROUP**

Mike Vargas

Sr. Director, Category
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GROUPE BEAUDRY⁷
La force familiale en distribution alimentaire

Éric Dufault

Vice President,
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**MAYRAND
FOOD DEPOT**

Sonya Landreville

Vice President,
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NATURE'S FARE MARKETS

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PASQUIER

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