

Date: January 27, 2016

To: Our Valued Suppliers

RE: New Initiative to Drive Online Sales – Action Required by January 31, 2016

As Canadian consumers move more of their purchasing behavior online, they expect more complete information and details about the products they use to be readily accessible.

The best strategy to increase sales is to deliver on expectations and provide all the information customers need to make the choice to buy. That is why Sobeys Inc. is a proud supporter of an exciting new service offered by GS1 Canada – [ECCnet Phase 2 – eCommerce](#).

Participating in the new service will be required under the terms of trade with Sobeys Inc. Find out which product types are covered on the [GS1 Canada website](#).

This service will jumpstart online sales for Canadian grocery retail by preparing products to be properly featured in online stores. To give customers full visibility to the information they require, the service showcases product images and captures all package data. This will mean that consumers' online experience replicates their at-shelf experience and customers can see exactly what they will be purchasing.

With all on-pack data captured (including usage instructions, marketing claims, warnings and more), it will also be easier for customers to find comprehensive product information online.

To participate, you will need to be a GS1 Canada subscriber.

- If you are not already a subscriber, [visit GS1 Canada online](#) to find out more.
- If you sell less than 20 products, you may qualify for one of GS1 Canada's [Small Business Bundles](#) – which group together several core services at an economical price. If you are not sure if you are a GS1 Canada subscriber, contact them at 1.800.567.7084 to confirm.

Once your subscription status has been confirmed, book in your products to have their images and on-pack data captured.

- Contact Irene Maguire at irene.maguire@gs1ca.org with
 - the month you would like to book and
 - the total number of products you will be sending.
- **Bookings must be finalized by February 29, 2016.**

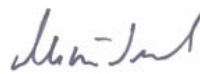
The Canadian grocery retail sector is making its move into online shopping a priority. If your bookings have not been confirmed by February 29, 2016, we will be directing GS1 to shop for any outstanding items. In such instances, we will be referring the cost onto you with the potential addition of a compliance fee.

To find out more about the service, including [FAQs](#) and [pricing sheets](#), [visit GS1 Canada's webpage](#), contact info@gs1ca.org or call 1.800.567.7084 (option 1,7)

Regards,



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