Journey to competing in the digital marketplace

Where remarkable products begin

UNFI & Trace One Leads

Adam Sinley – Senior Dir. Product Development & QA

- Joined SUPERVALU / UNFI in 2017 and been in leadership role for 5 years.

- Prior to UNFI, was a Product Development Chef for Pilgrim's Pride / Gold'n Plump.

- Started professional career in 2007 at General Mills in their Meals Division.

Classically-trained chef and hold a BS in Culinology from Univ. of Nebr. – Lincoln USA.

Don Low – Business Dir. North America

- Joined Trace One in May 2008 as a developer, and soon progressed to Product & Solutions Manager.

- Sales / Account Mgmt. role for 9 years working exclusively in the US market.

- Started professional career in 1995 at Caterpillar Inc. as a Manufacturing Systems Analyst.

BSc (Hon) in Information & Technology Mgmt. from De Montfort Univ. – Leicester UK.

What is UNFI Brands?

We are an end-to-end portfolio of **8 exclusively owned brands** in Grocery, Produce, Non-Food, GM, Pet, HBC, and OTC categories delivering to our **Natural and Conventional** independent customers across the **United States and Internationally**.

UNFI BRANDS+
INSPIRED. QUALITY. SOLUTIONS.

Premium Natural / Organic	WOODSTOCK — EAT BECAUSE IT'S GOOD!
Mid-Tier Natural / Free From / Organic	field DAY Wild Harvest
Mid-Tier (National Brand Equivalent)	Essential EVERYDAY STONE RIDGE Creamery EQUALINE CULINARY CIRCLE
OPP (Opening Price Point)	Shoppers Value

Strategic commonality

UNFI Roadmap

The definition of retail shopping has forever changed, and our ability to evolve and meet those new requirements of digital marketing and selling is a pillar of our UNFI **fuel the FUTURE** strategy.

Three basic challenges:

1. Maintain data integrity
2. Transform quietly
3. Operate within budget and resourcing
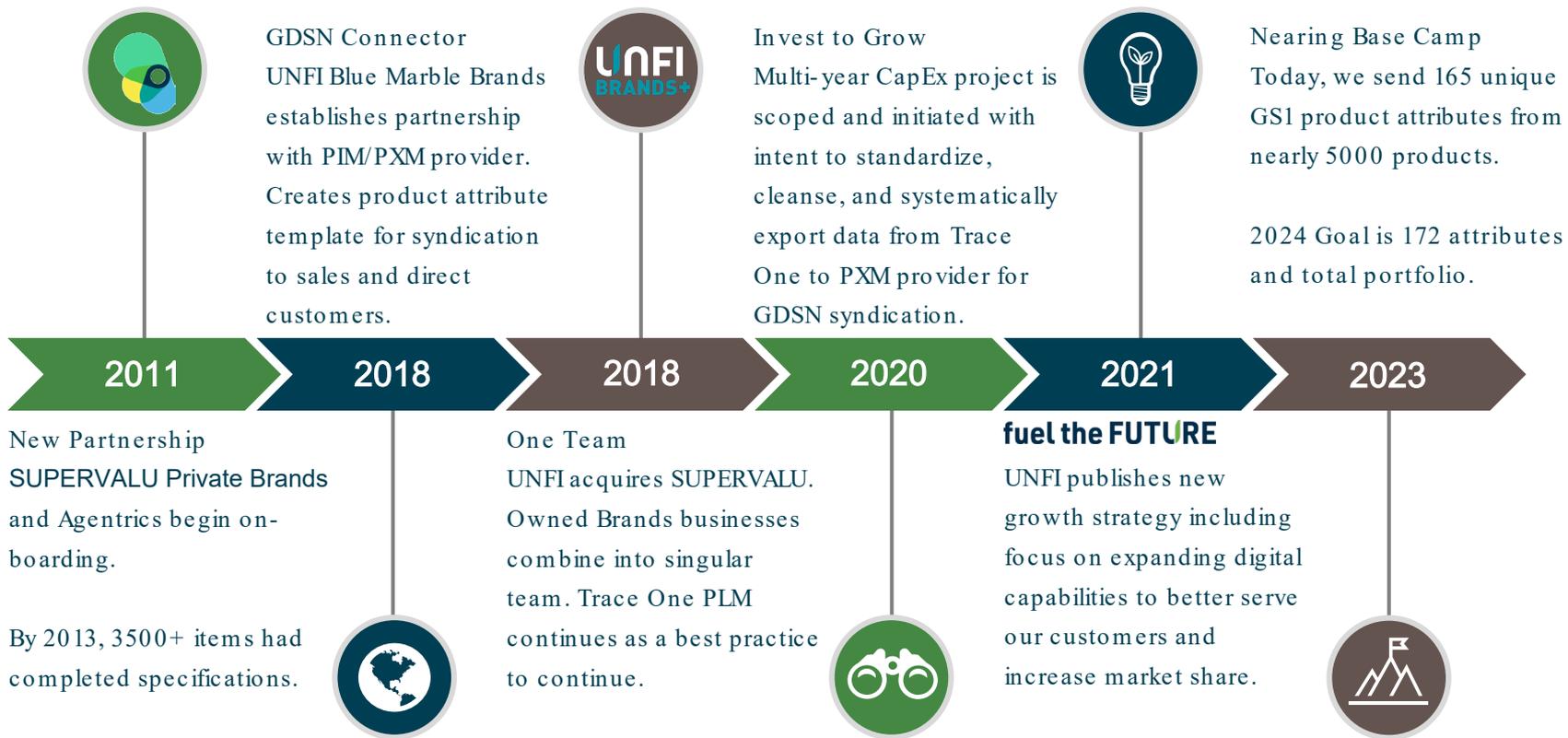
Trace One Roadmap

PLM is the heartbeat of any innovative brands business, bringing both digitization of processes and products to ensure efficiency and compliance, but the solution needs to interact with the corporate IT landscape.

Three initiatives:

1. Master data architecture
2. Data extraction and API enablement
3. Dashboards and reporting

Long-standing partnership

Over our 12-year journey, Trace One have become a foundational element to our UNFI Brands+ business

GDSN Connector
UNFI Blue Marble Brands establishes partnership with PIM/PXM provider. Creates product attribute template for syndication to sales and direct customers.

Invest to Grow
Multi-year CapEx project is scoped and initiated with intent to standardize, cleanse, and systematically export data from Trace One to PXM provider for GDSN syndication.

Nearing Base Camp
Today, we send 165 unique GS1 product attributes from nearly 5000 products.

2024 Goal is 172 attributes and total portfolio.

2011	2018	2018	2020	2021	2023

New Partnership
SUPERVALU Private Brands and Agentrics begin on-boarding.

By 2013, 3500+ items had completed specifications.

One Team
UNFI acquires SUPERVALU. Owned Brands businesses combine into singular team. Trace One PLM continues as a best practice to continue.

fuel the FUTURE
UNFI publishes new growth strategy including focus on expanding digital capabilities to better serve our customers and increase market share.

Baseline

Speed to market
A focus on data collection for the purpose of producing compliant pack copy as quickly as possible.

Ease of use
Heavy reliance on free text fields which are easy to complete but lack structure and standardization.

Segmented solutions
Trace One PLM was unconnected to any other solutions within the business requiring manual data extraction and manipulation to update customers.
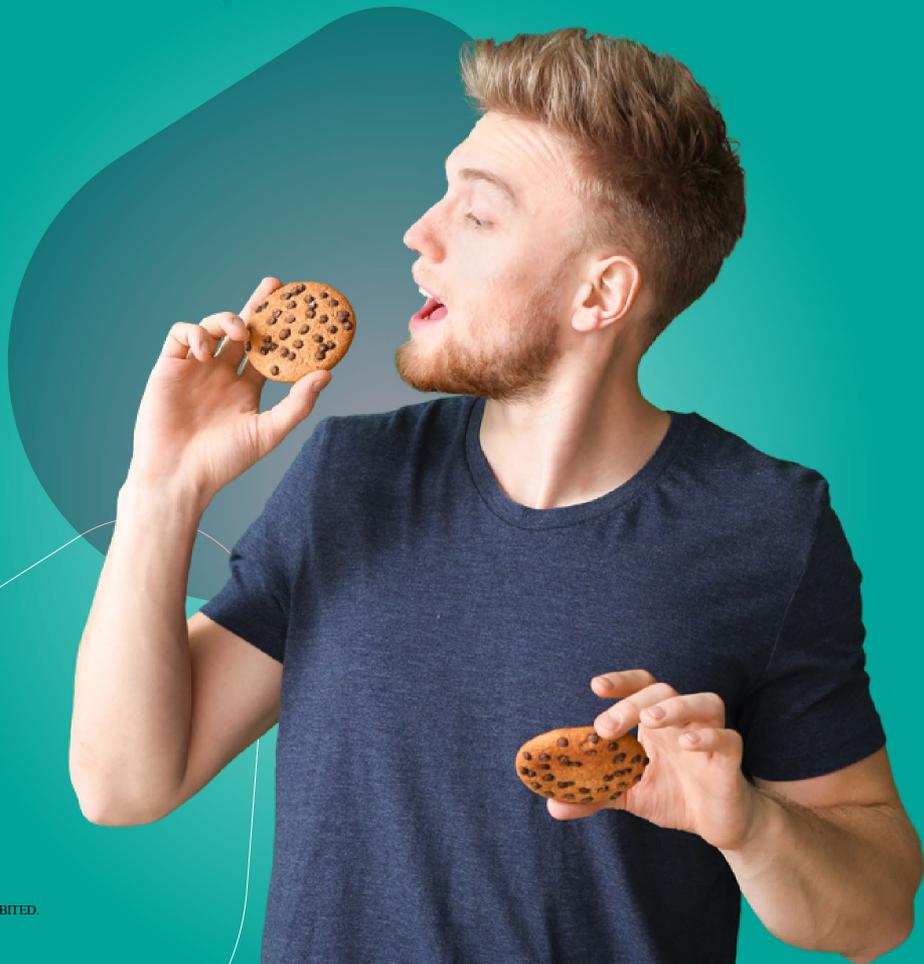
Project objectives

Digital transformation
Alignment of product specification templates to GS1 GDSN standards and to bring structure and integrity to specification data.

Connectivity & efficiency
Automate transfer of Trace One PLM product attributes data to PIM to remove the current manual process of data transfer.

Sales enablement
Expand digital capabilities and enrich product data to support sales in better serving customers and increasing market share, without impacting product development processes.

Project approach - analysis & preparation

PLM

- Detailed data mapping of product and specification fields to PIM/PXM product attributes.
- Data cleansing & mapping for glossaries to PIM/PXM property values.
- Specification development & configuration to support structured data
- Data migration within specifications to reduce manual efforts

PIM/PXM

- Updates to unique ID's structure
- Recommendation on most appropriate interface methods.

Project approach – development &execution

PLM

- Development of flat file in the format expected by PIM/PXM file import process.
- Process alignment on trigger criteria to send data from PLM to PIM/PXM
- Agile phased approach to implementation.

PIM/PXM

- Additional interfaces with UNFI systems.
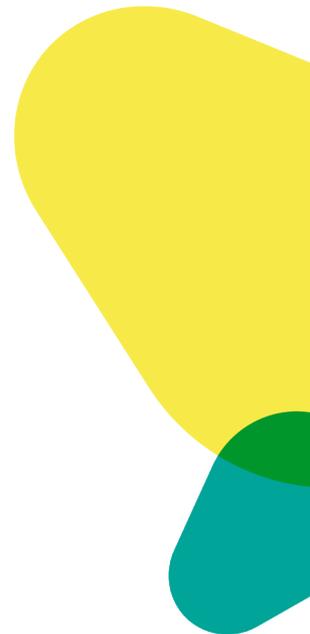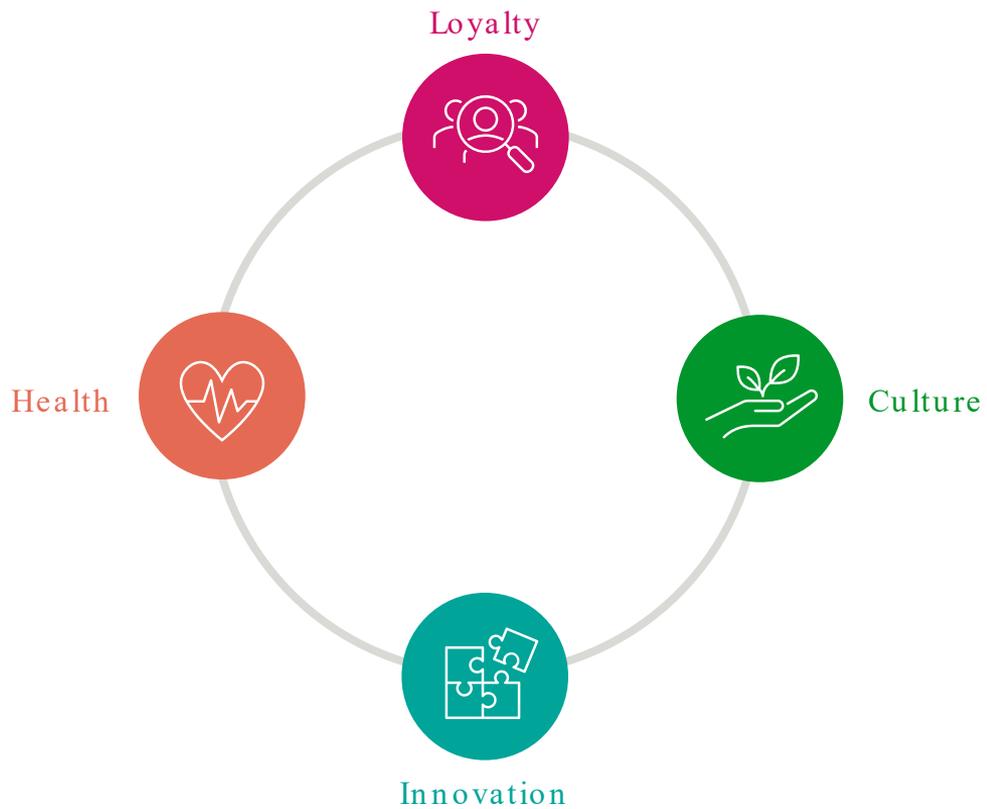- Full GS1 standard syndication to customers.

How we achieved success

- Clear project timeline communications ensured leadership approval for budgets and patience over the 3-year project.

- Project objectives achieved through strong collaboration between cross functional teams at UNFI, Trace One, and Salsify.

	New Item Projects	All Other Projects
Equaline	5 projects 18 items	123 projects 309 items
Essential Everyday	39 projects 89 items	281 projects 1475 items
Field Day	22 projects 36 items	27 projects 109 items
Shoppers Value	none	67 projects 212 items
Wild Harvest*	32 projects 174 items	148 projects 701 items
Woodstock	11 projects 31 items	23 projects 100 items

What's next for this partnership

Loyalty

Culture

Health

Innovation