



## Table of Contents

- **General Access and Resources**
  - **US Foods® Landing Page**
  - **How Do I Access View My Product (VMP)?**
  - **How Do I Request Access to MOXē®?**
  - **GDSN/GS1 Publication Support**
- **Vendor Product Scorecard**
  - **How Do I Export My Scorecard?**
  - **How to Update and/or Remove Inactive GTINs?**
  - **How Long Does It Take for US Foods to Remove the Identified Discontinued Items from My Scorecard?**
  - **How to Read My Scorecard?**
  - **How Do I Update My Content?**
  - **How Do I Update My Images?**
  - **How Long Does It Take US Foods to Ingest My GDSN Publication?**
  - **I Got a Synchronized CIC Message; Why Isn't My Scorecard Updated?**
  - **Why Relevant Data Provided Is Not Utilized for Both Nutrients and Allergens?**
  - **Who Do I Contact for Publication Assistance?**
- **Marketing Copy Collection**
  - **Where Can I Find Copy Submission Guidelines?**
  - **What Is the Timeline For Vendors to Submit All Requested Marketing Copy?**
  - **Can I Mass-Update My Marketing Copy?**

## • General Access and Resources

### US Foods® landing page

You will find far more details, videos, SOPs and material to help you navigate this project successfully on our landing page here <https://syndigo.com/usfoods>. US Foods highly recommends reviewing the landing page as the very first step in this process to fully understand the process and familiarize yourself with all the available tools at your disposal.

- **GDSN Resources:** An exhaustive US Foods implementation guide that addresses content flow and requirements, a breakdown of all content categories and their relevant attributes and image requirements. This must be your first go-to document when having issues or being curious about US Foods publications
- **Scorecard Quick Guide:** PDF and Excel files that list all the attributes included in the score compliance calculation and how they are tied to each score category
- **Content Specification Guidelines:** US Foods content standards for our product imagery and marketing copy, along with a Content Quick Guide for a brief overview of our content requirements
- **US Foods Image Requirements:** A handbook detailing all image formats, context codes, naming conventions and quality standards required to meet US Foods' expectations
- **Mass Copy Import Process:** Step-by-step instructions on how to mass-upload the six marketing fields across multiple items at once
- **VMP Walkthrough:** For an overview of View My Product, please see the VMP navigation guide, along with our previously recorded webinar
- **FAQ Section:** Encapsulates all frequently asked questions and answers about VMP access, updating content, and our requests

### Q. How do I access View My Product?

A1. <https://www.syndigo.com/atributes/>

A2. If you do not have log in credentials, click [here](#) to sign up

A3. If you do not see US Foods as an option in VMP, reach out to [info@atributes.com](mailto:info@atributes.com)

### Q. How do I request access to MOXē®?

A. Please reach out directly to [USFMBContentEnrichment.Shared@usfoods.com](mailto:USFMBContentEnrichment.Shared@usfoods.com) and share first and last names + Email addresses of whoever needs access

**Q. GDSN/GS1 publication support. Who can I contact with questions on GDSN or GS1 data pools?**

**A1.** For existing GDSN participants, the Syndigo team is ready to assist you. Click [here](#) for assistance. For urgent issues, please call: 855.796.3446. Support Hours: Monday-Friday, 7 AM - 6 PM (Eastern Time)

**A2.** If you are not currently participating in GDSN, click [here](#) to learn more

**Q. Who can I contact with additional questions?**

**A.** [PIMQuestions@usfoods.com](mailto:PIMQuestions@usfoods.com)

## Vendor Product Scorecard

**Q. How do I export my scorecard?**

**A1.** Make sure to click on the “See your GS1 Scorecard” blue box in the upper right-hand corner. This will give you options to export your PDF scorecard or download your product listing, to see which products are passing and/or failing compliance.

Please refer to the how-to-video page at <https://syndigo.com/usfoods/tutorial-videos>

**Q. How do I update and/or remove inactive GTINs?**

**A1.** It's highly important that your assortment is devoid of any duplicate, inaccurate or discontinued GTINs. You are expected to export your scorecard, add your notes in a separate column (“Discontinued item”, “Duplicate GTIN”, “Inaccurate GTIN”, etc.). Once all your notes are added, please send it directly to [PIMQuestions@usfoods.com](mailto:PIMQuestions@usfoods.com).

Please refer to the how-to-video page at <https://syndigo.com/usfoods/tutorial-videos>

**Q. How long does it take for US Foods® to remove the discontinued items from my scorecard?**

**A.** Depending on the size of the list and its complexity, it typically would take **7 to 10** business days for US Foods to finish your request.

**Q. How do I read my scorecard?**

**A1. The PDF scorecard** will give you a high-level overview of your product status. The “Total Completeness” will provide you a count/percent of products that pass all categories. You want this number to match the number of products and reach 100% overall completeness. For the “Items not complete by Information Type” section, this will tell you the number of products that are NOT in compliance. You want this number to be 0.

**A2. The scorecard Excel export** will list all products, category status, and the data attributes used to determine compliance. As a rule of thumb for consumable products, if you see blanks, we are missing data for you to pass requirements. Exceptions to this are the marketing and nutrient attributes. Please refer to our [Scorecard Quick Guide](#), for details. Requirements to publish through GDSN are different than what US Foods® requires for scorecard compliance.

Please also refer to the how-to-video page at <https://syndigo.com/usfoods/tutorial-videos>

**Q. How do I update my product content?**

**A1. Manufacturer / National Labels** must be submitted through GDSN. Please work with your data pool to confirm you have successfully republished your catalog. Allow one week for processing to validate results in VMP.

**A2. US Foods Exclusive Brands** should be updated through the US Foods PLM system. Please work with your Exclusive Brands contact to complete updates.

**Q. How do I update my images?**

**A1. Manufacturer / National Labels** must be published through your GS1 data pool, using the GS1 standard naming conventions. See the [US Foods Implementation Guide](#) for more information.

**A2. US Foods Exclusive Brands** can submit images directly into View My Product.

**Q. How can I remove old images?**

**A1.** To replace an old image, simply republish your images, with the same exact name. If the old image is NOT in GS1 standard naming convention, we will need to know exactly which image to remove. Please provide a list of those image names to [EnableImages.Shared@usfoods.com](mailto:EnableImages.Shared@usfoods.com).

**Q. How long does it take for US Foods to ingest my GDSN publication?**

**A.** Please allow **five full business days** for your content to refresh in View My Product.

**Q. I got a “Synchronized” CIC message; why isn’t my scorecard updated?**

**A1.** If you are missing Nutrient Format type and/or Nutrient Basis Type Code, your data may not be coming over correctly.

**A2.** If you are not providing all nutrition and allergen information, as per our [Scorecard Quick Guide](#), the scorecard will show **as incomplete**, even though we have the data that you published.

**A3.** Requirements to publish through GDSN are different than what US Foods requires for scorecard compliance. Please refer to our [Scorecard Quick Guide](#), for details.

**Q. Why are the “relevant data provided” attribute(s) not utilized for Nutrients and Allergens?**

**A1. Nutrients:** We acknowledge that we are requesting you provide more information than may be required to be declared in your nutrition facts panel for the product. However, US Foods® requires this information to respond to customer requests for products' nutrient information. Having complete information for all products eliminates the need for us to request additional information from suppliers when we receive these requests. We are not rejecting your submission; however, based on USF data requirements, we include the completion of these fields as part of our scorecard evaluation.

**A2. Allergens:** US Foods requires allergen information to be provided for all the nine major U.S. allergens (Eggs, Milk, Soy, Wheat, Tree Nuts, Peanuts, Finfish, Shellfish and Sesame). A response is necessary for each allergen, so that we can provide complete and accurate allergen information on our product pages and in response to requests from customers. Accordingly, we include the completion of these fields as part of our scorecard evaluation.

**Q. Who do I contact for publication assistance?**

**A.** Please work with your GS1 data pool to ensure your content is successfully published to US Foods. If your data pool has validated these updates, please contact [PIMQuestions@usfoods.com](mailto:PIMQuestions@usfoods.com) for assistance.

## **Marketing Copy Collection**

**Q. Where can I find copy submission guidelines?**

**A1.** For US Foods Product Content Specification Guidelines, click [here](#). For US Foods Content Quick Guide, click [here](#). All six fields must be fully populated for your content to flow into US Foods properly.

**Q. How long does it take US Foods to ingest the submitted copy?**

**A1.2. Manufacturer / National:** Once all six marketing fields are fully populated and successfully uploaded into VMP, they will be automatically ingested and will show up in VMP and MOXe® within **48 hours**.

**A2. US Foods Exclusive Brands** Once all six marketing fields are fully populated and successfully uploaded into VMP, US Foods will manually review your copy and only approve it if compliant with our content guidelines. Once approved, your copy will show up in VMP and MOXe within **48 hours**.

## What is the timeline for vendors to submit all requested Marketing Copy?

**A1.** For both MB and EB, please refer to the specific communication and corresponding products to the project at hand. Each project will vary based on scope and urgency. As always, please reach out to your aligned US Foods Category Manager for further details.

**A2. \*NOTE:** If your **EB** copy is not compliant or not submitted within the previously communicated timeline, US Foods will work with a 3<sup>rd</sup> party to generate the missing or non-compliant copy + images on your behalf, and bill you back.

## Q. Can I mass-update my Marketing copy?

**A1.** Yes. There is an import/export template available to quickly populate your additional marketing copy. Instructions for this process can be found [here](#).

**A2.** Please refer to the how-to-video page at <https://syndigo.com/usfoods/tutorial-videos>.