



VENDOR CONTENT PRO



YOUR SELF-SERVICE PORTAL FOR MANAGING PRODUCT CONTENT AND BOOSTING VISIBILITY IN MOXē®

Your products deserve more than accurate data. They deserve to be found. Vendor Content Pro (VCP) is the US Foods® self-service platform that gives suppliers greater visibility into their product content and more control over how their products appear across MOXē®. With VCP, you can review, validate and enrich your product information to help customers discover, compare and purchase with confidence. **Available at no cost to US Foods suppliers.**

WHAT IS IT?

Think of VCP as your digital shelf with US Foods. VCP provides direct access to the product information US Foods has for your items, making it easier to identify gaps, improve content quality and maintain a stronger digital presence. Whether you publish through GDSN or manage content directly in VCP, the platform helps ensure your products are represented with accurate, complete and compelling information. **Whether you are a GDSN or Non-GDSN supplier, your content can be supported through VCP.**

WHAT CAN IT DO FOR ME?

Take Control of Your Content

Review your product information and see how your items appear within the US Foods ecosystem. Access your Product Data Completeness Scorecard and receive clear recommendations for improvement.

Identify Opportunities to Improve

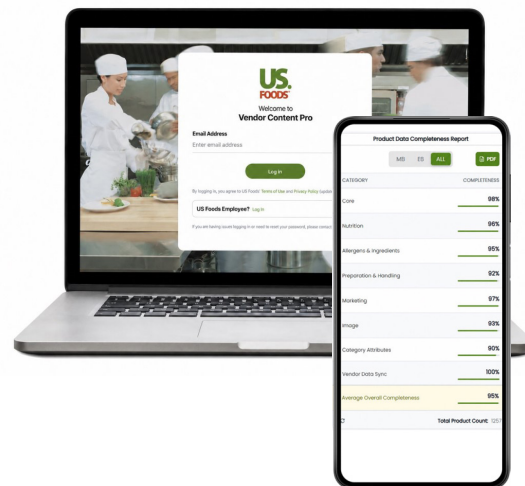
Quickly uncover missing content, attributes or supporting details that may impact the customer experience and product discoverability.

Increase Product Visibility

Enrich your products with images, marketing copy and attributes that help customers find, understand and compare products more effectively. **Bulk uploading capabilities available.**

Help Customers Choose with Confidence

The information you provide powers search, filtering and navigation experiences across MOXē, helping connect customers with the products that meet their needs.



WHY IT MATTERS.

Complete and accurate product content drives stronger customer experiences and can improve product visibility across digital channels. VCP helps transform product data into a competitive advantage by giving suppliers the tools to manage, validate and enrich content that supports discoverability, consideration and sales. Suppliers can accelerate their onboarding by clicking "Request Account Setup" on the VCP landing page.

GETTING STARTED IS SIMPLE.

Questions? Contact our team at vendorcontentproquestions.shared@usfoods.com



Scan to access VCP Resources and Trainings, FAQs and account setup for new requests or for help.



Check out MOXē Guest Experience to explore your assortment.