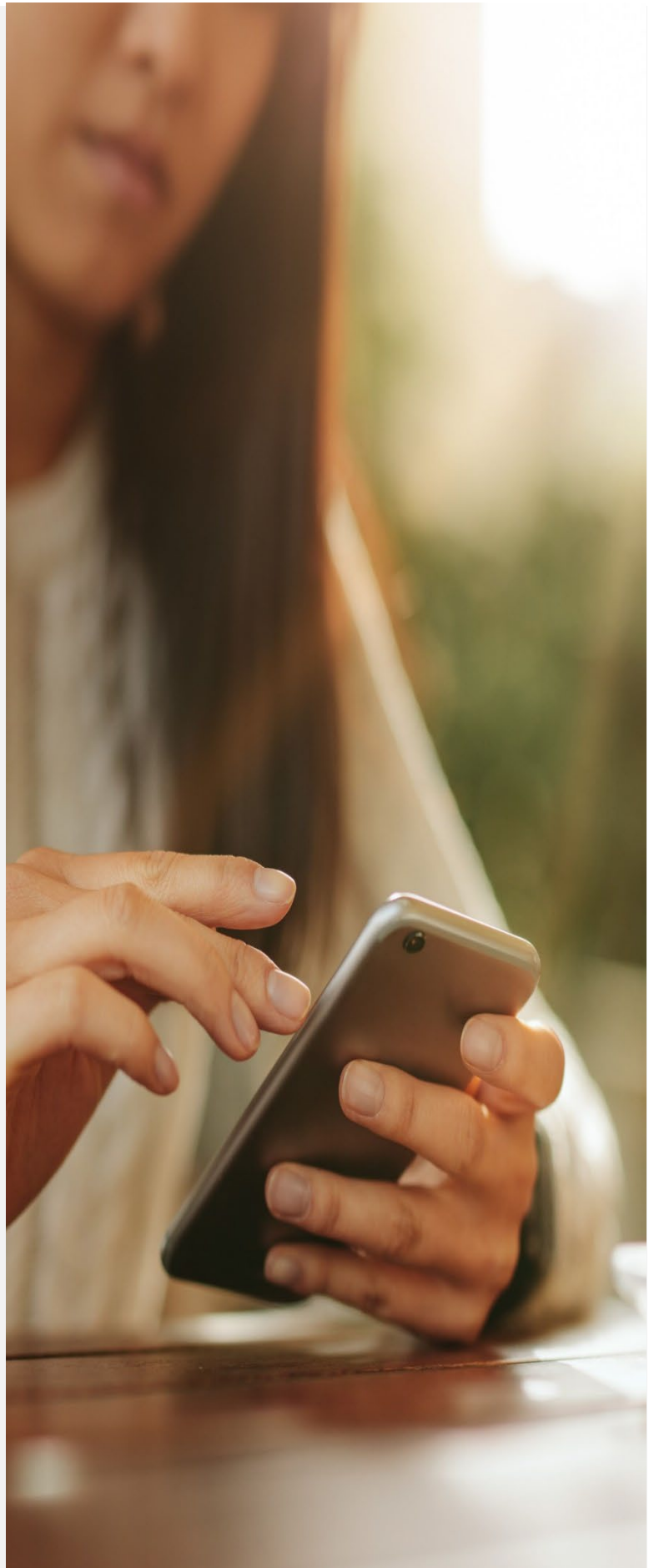


Vendor Content Pro: Frequently Asked Questions



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Key Terms

- **Vendor Content Pro (VCP):** Vendor self-service portal for managing product content
- **Content Specification Guidelines:** US Foods standards for imagery and marketing copy
- **Scorecard Quick Guide:** Attributes used for Product Data Completeness scoring

Key Contacts

- **VCP portal & pilot questions:** Vendorcontentproquestions@usfoods.com
- **MB image questions/requests:** EnableImages.Shared@usfoods.com
- **MB non-image questions/requests:** PIMQuestions.Shared@usfoods.com
- **EB images and marketing content:** USFEnrichedContentTeam.Shared@usfoods.com
- **EB non-image questions/requests:** PIMExclusiveBrands.Shared@usfoods.com
- **GDSN / Syndigo Support:** 855-796-3446 | Monday–Friday 7AM–6PM EST

Key Links

- **MOXē** [Guest Experience](#)
- **Scorecard Guide:** [Scorecard Quick Guide](#)
- [Vendor Content Pro landing page](#)

General Access & Resources

Q. Where can I get an overview of US Foods Content Enrichment requirements and resources?

A. US Foods highly recommends reviewing the [landing page](#) as the very first step to fully understand the process and familiarize yourself with all the available tools at your disposal. You will find the below US Foods requirements, guidelines, tools and training materials for how to provide us with your content.

- **Vendor Content Pro:** US Foods self-service vendor product content portal. Get a quick overview of VCP or dive into our “how to” videos
- **Scorecard Quick Guide:** PDF and Excel files that list all the attributes included in the Product Data Completeness scorecard and how they are tied to each category
- **US Foods Implementation Guide:** 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 is your first go-to document when having issues or curious about US Foods GDSN publications.

- **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
- **FAQ's:** Encapsulates all frequently asked questions and answers about VCP access, how to update your products, and our requests for complete content
- **GDSN Resources:** If you are a current participant with GDSN or have questions on getting started, we've provided links to support

Q. How do I access Vendor Content Pro (VCP)?

A1. vendorcontentpro.usfoods.com

A2. US Foods will be doing phased onboarding. Be on the lookout for your onboarding invitation

Q. How can I troubleshoot VCP login issues?

A1. Access to VCP is provided using your email address. If you are not receiving the email containing your validation code, first check your Junk or Spam folder. If the email is not there, contact your IT support team to verify that emails from VCP are not being blocked by your organization's firewall or email security settings.

A2. Clear your cache if you cannot login after entering your validation code

Q. How do I access MOXē?

A. US Foods has launched [Guest Experience](#) No login required; see how your products show up to our customers

Q. Who do I contact with additional questions?

A1. Product data questions: PIMQuestions@usfoods.com

A2. Pilot & portal questions: USFEnrichedContentTeam.Shared@usfoods.com

Vendor Product Catalog

Q. How do I export my Product Data Catalog?

A1. From your dashboard – Click on Average Overall Completeness for a listing of products that are scored for content completeness. Please note, since Customer Branded items are not included in your scorecard, they will not be listed in this export

A2. From the Product Search – use the search or header filters to select the content you wish to download. Use the download selected products button and select which content you would like to export. You'll see more data in this export, as not all attributes are utilized in the scorecard requirements

Q. How do I remove inactive products?

GDSN Product: Publish the Discontinue date and Replaced Trade Item GTIN (where applicable) through GDSN. If not able to publish, please contact PIMQuestions@usfoods.com providing a spreadsheet including the list of items needing to be discontinued and the effective date.

Non-GDSN Product: Update Manufacturer Discontinue Date and Replaced Trade Item GTIN (where applicable) directly within Vendor Content Pro. This content can be bulk uploaded using the “Product” bulk upload template/import.

Q. How do I update product GTINs?

It’s highly important that your assortment is devoid of any duplicate, inaccurate, or discontinued GTINs. USF follows GS1 guidelines for GTIN assignments and updates.

GDSN Product: Please contact PIMQuestions@usfoods.com providing an export of the product catalog identifying the effected items, insert a column with updated GTIN information for review by our PIM team.

Non-GDSN Product: Update GTIN directly within Vendor Content Pro. This content can be bulk uploaded using the “Product” bulk upload template/import.

Q. How long does it take for US Foods to remove the discontinued items from my Product Data Catalog and how will I know when my request has been processed?

A1. Depending on the volume of submission and its complexity, it typically would take **7 to 10** business for US Foods to finish your request. PIM does need to verify impact to local markets where there may be current inventory/ordering dependency, or if the item is included in our active USF Direct catalog. You will receive an email notification once your request has been processed.

Q. How do I update my product content and images?

A1.

Exclusive Brands				
	Product Content	Category Attributes	Marketing Copy	Product Images
Who/Where to go	 Work with US Foods EB Contact		 Vendor Content Pro	

Manufacturer Brands					
Who/Where to go	GDSN Engaged/Non-Engaged	Product Content	Category Attributes	Marketing Copy	Product Images
	GDSN Engaged	 Publish via GDSN*	 Vendor Content Pro**		 Publish via GDSN***
	Non-GDSN Engaged	 Vendor Content Pro			

*US Foods specific fields updated directly in VCP

**Marketing Copy select fields can be updated in GDSN. The most recently published value will override prior entries.

****Image inactivation can be done directly in VCP*

A2. GDSN - Manufacturer / National Labels

- Product content - updates must be submitted through GDSN. Please work with your data pool to confirm that you have successfully republished your catalog.
- Category Attributes - updated directly in VCP, as these are US Foods specific attributes that are not all available in GDSN.
- Marketing Copy – although some attributes are available in GDSN, some are US Foods specific. Updates can be updated directly in VCP or GDSN.
- Images - adding and renaming must be sent through GDSN, although image inactivation can be done directly in VCP.

A3. Non-GDSN - Manufacturer / National Labels

- All updates can be done directly in VCP

A4. US Foods Exclusive Brands

- For product content, please work with your US Foods Exclusive Brand (EB) contact to complete updates.
- Marketing copy and images can be updated directly in VCP

Q. How do I remove old images?

A1. All Vendor users can directly inactivate images within Vendor Content Pro

A2. To replace an old image simply republish or upload your image with the same exact name. Our PIM system has automated logic to inactivate the old image and keep the most recent. US Foods's PIM system will not allow for duplicate image context codes, or duplicate images.

Q. How do I bulk upload content?

A1.

1. Select Bulk Upload from the left-hand navigation.
2. Choose your upload type and download your import template.
3. Once your template has been populated with the USF Product Number (primary key) and the attribute column(s) you wish to update, select the bulk upload type and select your saved file for import.

Note – remove any data column that you are not intending to update data for

Pro Tip – leverage your search export to see what data may already be populated in those data columns you wish to update.

A2. Please refer to the How-to-video page – Coming Soon!

Q. How long does it take for US Foods to ingest my content?

A. Please allow 24-48 hours for product content updates to be processed in PIM

Note – Changes made to select supply chain related attributes may be flagged for our quarantine review. This will be indicated by seeing the Request Status reflected as “PIM Quarantine Review Needed.” The Reason for Review attribute will indicate what changes have been flagged.

If your product update is in quarantine, please allow for an additional 5-10 days for processing.

Q. How long does it take for my updated content to show in MOXē?

A. Once content has been processed in the US Foods PIM system, and your Request Status reflects as “Approved,” updates will reflect on MOXē in near real time.

 Product Data Completeness Scorecard

Q. How do I export my scorecard?

A.

1. Select Dashboard from the left-hand navigation
2. Select “Average Overall Completeness” at the bottom of your Product Data Completeness report (this will be lightly highlighted in yellow)
3. Check your downloads for detailed export

Q. How do I read my scorecard?

A1. Product Data Completeness Report will give you a high-level overview of your product completeness, per category. A product must have all the required data to be compliant in the category. The “Average Overall Completeness” will provide you with the average percentage of products that are compliant across the various categories.

A2. Average Overall Completeness export will list all products, category completeness status (Y/N), and the attributes used to determine compliance. As a rule of thumb for consumable products, if you see blanks, we are missing data for you to complete the requirements. Nutrition is the exception to this rule, as nutrient value requirements are dependent on the panel type. Please refer to our [Scorecard Quick Guide](#), for details. Requirements to publish through GDSN are different than what US Foods require for scorecard compliance.

Q. How do I improve my scorecard?

A.

1. Please refer to our [Scorecard Quick Guide](#), for details on what US Foods requires to be compliant in each category.
Note - As a rule of thumb for consumable products, if you see “blanks” in your Average Overall Completeness Report, we are missing data for you to be compliant. Nutrition is the exception to this rule, as nutrient value requirements are dependent on the panel type.
2. Work with your internal team to populate missing attribution that is required for US Foods compliance
3. If you are a GDSN supplier, make sure you have recently published your catalog! Although content is in your data pool, it will need to be specifically published to US Foods GLN 0758108000001.

Q. How Often Does My Scorecard Recalculate?

A. Product Data Completeness Report and Average Overall Completeness will update nightly

GDSN Publications

Q. Who do 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 (EST)

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

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 GLN, 0758108000001. If your data pool has validated these updates, please contact PIMQuestions@usfoods.com for assistance.

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

A. Please allow 24-48 hours for product content updates to be processed in PIM

Note – Changes made to select supply chain related attributes may be flagged for our quarantine review. This will be indicated by seeing the Request Status reflected as “PIM Quarantine Review Needed.”

If your product update is in quarantine, please allow for an additional 5-10 days for processing.

Q. I received a synchronized CIC message; why isn't my scorecard updated?

A1. US Foods data pool will send a ‘Synchronized’ CIC message when the publication has been sent to US Foods for processing. Please allow 24-48 hours for product content updates to be processed in PIM.

Note – Changes made to select supply chain related attributes may be flagged for our quarantine review. This will be indicated by seeing the Request Status reflected as “PIM Quarantine Review Needed.” The Reason for Review attribute will indicate what changes have been flagged.

If your product update is in quarantine, please allow for an additional 5-10 days for processing.

A2. 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 & 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 9 major US allergens (Eggs, Milk, Soy, Wheat, Tree nuts, Peanuts, Fin Fish, 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.

Marketing Copy Collection

Q. Where can I find copy submission guidelines?

A1. Marketing Copy and Image submission guidelines can be found on our [Vendor Content Pro landing page](#).

- For US Foods Product Content Specification Guidelines, click [here](#).
- For US Foods Content Quick Guide, click [here](#).

Q. Can I submit my marketing copy through GDSN?

A.

VCP/PIM Field Name	GDSN	VCP
Marketing Name	No	Yes
Marketing Description	Yes	Yes
Marketing Description-Short	No	Yes
Product Attributes	No	Yes
Benefits	Yes	Yes
Meta Data Description	No	Yes

Note For GDSN suppliers, if you update your Marketing Description and Benefits in VCP, make sure your content is also updated in your GDSN data pool to avoid unintentional updates.

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

A1.2. Manufacturer / National: Once submitted through Vendor Content Pro, updates will be automatically ingested on the same day.

A2. US Foods Exclusive Brands Once all 6 marketing fields are fully populated and successfully uploaded into VCP, US Foods will manually review your copy and only approve it if compliant with our content guidelines. Once approved, updates will be automatically ingested on the same day.