

# Overwaitea Food Group

November 13, 2015

Supplier Compliance to Overwaitea Food Group Data Standards,

Dear Supplier,

As you are aware, the Overwaitea Food Group offers our customers the ability to shop online for our products that we also offer in our Bricks and Mortar stores. Currently we have 10 Ecommerce store sites in BC and we have an aggressive plan to launch to more areas in the near future.

In online shopping, the best way to have an interaction with the product is through the images. A product image has an important role in selection and purchasing of a product and also provides our customers with a unique and satisfying shopping experience. Good images persuade consumers to buy that specific product which in turn can have a gain in business.

This Letter is to inform and remind the terms and conditions of our trade are that **all products be listed in ECCnet including Planogram, Marketing and Omni images and Attributes**. This should also **include Nutrients and Ingredients**, where applicable.

We are asking for you to submit your products to GS1 Canada Images for listing and imaging **no later than November 27<sup>th</sup>, 2015**.

Failing this grace period for self-submission, OFG will purchase the products from our store and ship them off to GS1 Canada Images for imaging and data capture. GS1 Canada would in turn bill you for the listing for these products. The charge for this service will be the same as the voluntary submission with an additional \$100 administration fee per product plus the cost of the products. These listings will be available to all retailers subscribed with GS1 Canada, not just the Overwaitea food group.

To find out more about this initiative and how it enables you to increase online sales through OFG, visit [GS1 Canada's ECCnet Phase 2 – eCommerce page](#).

For Questions on this **please contact your OFG Category Manager**



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