



Dear Valued Supplier Partner,

We're excited to share an important update that reflects Chex Finer Foods' continued investment in digital transformation and our commitment to growing your brand. We have partnered with **SPINS IX-ONE** to source all product content and imagery through their innovative platform, **RIVIR**.

This new partnership helps ensure our product information is accurate, up to date, and optimized for success across all our retail and digital channels. As part of this initiative, we've identified that some of your items are not yet professionally certified with **SPINS IX-ONE**. To keep things running smoothly and help your products shine in front of buyers, we're asking all suppliers to begin working with **SPINS IX-ONE** to complete this setup.

Why This Matters:

We're investing in tools that will make your brand more discoverable and easier to sell—and we want to bring you along with us. **RIVIR** powers our new Chex Finer Foods Sales & Ordering App and supports everything from merchandising to marketing. It also benefits you by:

- Ensuring up-to-date **product images**
- Capturing **accurate package & dimensional data**
- Verifying **attribute certifications**
- Sharing critical details like **ingredients, nutrition facts, and warnings**
- Distributing content across Chex and other leading retailers and platforms, including The Fresh Market, Natural Coop Grocers (NCG), Whole Foods, Sprouts, Fresh Thyme, Instacart, WalMart, BGC and more

What You Need To Do:

To continue doing business with Chex Finer Foods and ensure your products are properly represented across our systems, we ask that you complete the following steps:

- 1. If you are not already on SPINS IX-ONE RIVIR platform, please sign up and begin the onboarding process.** This is essential to get your products set up with the accurate data and imagery required.
- 2. Submit all active and seasonal SKUs (both new and existing) for image and data capture through SPINS IX-ONE professional capture services.**
- 3. If you plan to launch new items or want our team to have visibility into any product, packaging, or attribute updates, please continue to submit new items through our portal and use the product change document for any updates.**



It is critical that all corresponding data is also entered and maintained in **RIVIR**. This ensures we have a complete, accurate, and centralized source of truth to reference when evaluating items or moving forward with setup. Maintaining this information in RIVIR enables cleaner cross-reference and a more streamlined, reliable process across our internal systems.

✅ **Please plan to be fully aligned with SPINS IX-ONE as a RIVIR user by July 31, 2025.**

Important Reminder:

All SKUs carried by Chex require complete product content—images and attributes—as part of the setup process.

If this content is not ACTIVE through RIVIR, there will be a non-compliance fee of \$150 per SKU each quarter. To avoid this, we strongly recommend working directly with SPINS IX-ONE or their preferred third-party partners.

Let's Get Started:

To begin setting up your products with SPINS IX-ONE for Chex Finer Foods, click the link below and follow the onboarding instructions:

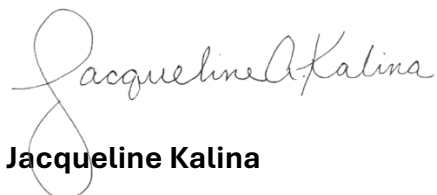
 [Chex Finer Foods – The Data Council](#)

For support or questions, reach out to the team at **gorivirsales@spins.com**.

By working together, we can drive sales, improve product visibility, and create a better experience for our customers and yours.

Thank you for your continued partnership.

Best,



Jacqueline Kalina

Director, Supplier Relationships & Category Management
Chex Finer Foods