



To Our Valued Vendor Partners,

February 7, 2025

Brookshire Grocery Company is continually advancing our digital capabilities to better serve our customers and vendor partners. As part of this evolution, we are excited to announce a new strategic partnership with **The Data Council, LLC** to enhance and streamline our product content and image management through their innovative **RIVIR platform**.

Over the next few months, we will be converting from our existing product content and image provider to RIVIR. **Any products not available in RIVIR at the time of cutover will no longer be available to us for eCommerce, marketing, or planogramming.**

This transition is **mandatory** for all supplier partners and will require your participation to ensure a seamless conversion. RIVIR will serve as BGC's **enterprise-level Product Information Management (PIM) solution**, establishing a **single source of truth** for all product images and content across our in-store and online channels.

By leveraging RIVIR, we are taking significant steps to support our vendor community with the most robust product content, which will:

- **Optimize** our eCommerce presence
- **Accelerate** speed to shelf
- **Enhance** category and line reviews
- **Identify** new and innovative products
- **Improve** internal product descriptions
- **Provide** exceptional product images
- **Standardize** reliable and consistent product content

To get started, please visit www.thedatacouncil.com/brookshires for additional details. The Data Council representatives may also reach out to assist with the transition.

With **most items already listed in RIVIR**, suppliers will only need to:

1. Maintain an active **RIVIR membership**
2. Ensure **all products in our planogram are captured** within the RIVIR platform
3. Add **new items** to RIVIR once they are accepted by us

As a reminder, this is a required action for Brookshire Grocery Company suppliers and is **critical to our shared success**. We appreciate your support and partnership as we work together to enhance the way we deliver products to our customers. For any questions or clarifications, please visit the RIVIR website above or contact Keri Werst at keriwerst@brookshires.com or reach out to your Category Manager.

Thank you for your commitment and investment in our mutual success!

A blue ink signature of Jerry LeClair, written in a cursive style.

Jerry LeClair
EVP & Chief Merchant
Brookshire Grocery Company

A blue ink signature of Tom DeVries, written in a cursive style.

Tom DeVries
Sr. Vice President of Merchandising
Brookshire Grocery Company