



Dear Valued Partner,

As Fresh Thyme Market continues to evolve our digital presence, we're excited to announce our expanded partnership with SPINS IX-ONE (The Data Council, LLC). Through this collaboration, SPINS will exclusively supply and manage our product content and images through their innovative RIVIR platform, supporting our marketing, merchandising, and ecommerce needs. This transition is essential to our shared success and will require your active participation to ensure a successful rollout.

The new IX-ONE platform (RIVIR) will provide Fresh Thyme with an enterprise-level Product Information Management solution establishing a 'single source of truth' (product images, content, and enhanced attribution) for all items sold through Fresh Thyme Market both in store and online.

IX-ONE allows us to:

- ✓ **Optimize** our ecommerce presence
- ✓ **Accelerate** our speed to shelf
- ✓ **Enhance** category and line reviews
- ✓ **Identify** new and innovative products
- ✓ **Provide** exceptional product images
- ✓ **Standardize** reliable and standardized product content
- ✓ **Source** enhanced product attribution via SPINS product intelligence

IX-ONE is an integral part of our business process. Your prompt attention is vital to our mutual success. We can only achieve our goals through your cooperation and strong partnership.

- Not an IX-ONE member? [Click here](#) to get started.
- Already an IX-ONE member? Please access your IX-ONE account to ensure all your UPC-based items sold through Fresh Thyme are accurately listed and up to date within the IX-ONE platform. If you need assistance logging in or have other questions, please submit a request on our [member inquiries page](#).

Thank you in advance for your support. If you have any questions or need clarification, please reach out to the IX-ONE team or contact your Fresh Thyme Category Manager.

Scott Caro
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