

Hy-Vee and Salsify Direct Connection

With seamless New Item Set up and Content Refresh, Salsify provides a seamless solution for brands to syndicate product content to Hy-Vee.

Hy-Vee has partnered with Salsify to deliver accurate, consumer-ready product content with ease — through seamless API-driven automation, clear PDP requirements built with the shopper in mind, and reliable data ingestion that keeps your listings consistent and up to date. When questions arise, you're never alone — dedicated support from both Salsify and Hy-Vee ensures fast, resourceful answers so you can focus on what matters most: getting your products in front of customers."

Key Benefits

- ✔ 2-5 day SLA for NIS and Content refresh
- ✔ Increase time-to-market and decrease operational costs
- ✔ Improve product visibility and experiences
- ✔ Always keep up with Hy-Vee's requirement changes

How to Syndicate your Content to Hy-Vee

Step 1: Get Your Item Accepted via Supplier Hub

Before you can send any product content through Salsify, **the item must first be accepted to sell at Hy-Vee by your respective buyer.**

- Submit your new items through the Hy-Vee Supplier Hub.
- Once your buyer accepts the item, Hy-Vee generates an internal UPC, which gives us a place to tie your Salsify data to the specific product.
- *Note: If you submit data via Salsify before the item is accepted, the content will sit in Salsify and will not sync over to Hy-Vee.*

Step 2: Activate the Hy-Vee Channel in Salsify

Once your item is accepted, you can set up the data feed.

- Submit a Support Ticket within Salsify to request access to the "**Hy-Vee Direct Connection**" channel.
- You do not need any special feature flags or approvals on the Salsify side; standard support can activate this for you.

Step 3: Map Your Content and Publish

Now you are ready to send your product data and digital assets directly to our internal PIM.

- **Categorization:** Providing your standard Salsify product category is sufficient. Our merchandising team will determine the final category placement based on where the item sits in-store.
- **New Items:** When setting up new items, we recommend flagging "Yes" for the "Is New Item" attribute in Salsify to help identify it on our end.
- **Images:** We accept up to 12 images, but only display 5 on the live PDP carousel (Hero, Product, Ambience, Ingredients, and Nutrition Fact Label). Make sure to use the mandatory **Hy-VeePictureTypeCode** tag so we can order them correctly.

Step 4: Expect Your Content to Go Live in 2-5 Days

Because Salsify validates your content against our specific requirements in real-time, your data will arrive error-free. Once published successfully, you can rely on a **2 to 5-day SLA** for your new items and content refreshes to reflect online.

Need Help?

- **For item acceptance or Supplier Hub setup:** Reach out directly to your Hy-Vee buyer or start the process at our [Become a Supplier URL].
- **For publishing issues:** If your content successfully publishes from Salsify but does not appear live on Hy-Vee.com after the 5-day SLA, please escalate the issue to our dedicated eCommerce merchandising support team at **EcommerceMerchandising@hy-vee.com**.