

<?xml version="1.0" encoding="UTF-8"?>

<EuropaProductDatafeed>

<product>

<StockCode>

Europa's stock code

</StockCode>

<UPC>

Universal Product Code

</UPC>

<CollectionID>

Collection Code, ties products together into sets, (int) This is assigned based on Brand + ProductLine + ItemName. This field is intended to form a collection based on similarity of products.

</CollectionID>

<ManufacturerID>

Vendor/Supplier's ID ... assumed to be standardized in some fashion, to meet Google's requirements ([Text, 255](#))

</ManufacturerID>

<ManufacturerDescription>

Manufacturer's description of product, to be included in the DataFeed to match Google's requirements ([Text, 255](#))

</ManufacturerDescription>

<BasicDescription>

Simplified Product Description from Europa's ERP system

</BasicDescription>

<Description>

Description of the Product

</Description>

<ProductDetails>

Details not Listed in Description

</ProductDetails>

<Brand>

Brand Name of Product

</Brand>

<ProductLine>

Product Line (sub-Brand) of the Product

</ProductLine>

<ItemName>

Item Name

</ItemName>

<Flavor>

Product's Flavor, if Applicable

</Flavor>

<Title>

A composite Product title, includes **[Brand] [Productline] [Itemname]**; will match

<BasicDescription> if those 3 fields are not populated

</Title>

<LabeledAsGlutenFree>

This product is labeled as Gluten Free (Yes/No)

</LabeledAsGlutenFree>

<SupplierNumber>

Vendor's internal Europa number, absolute value

</SupplierNumber>

<SupplierName>

Vendor; Product Manufacturer

</SupplierName>

<PrimaryCategory>

Specific Category

</PrimaryCategory>

<GeneralCategory>

Basic Category- Supplements, Bars, Drinks, Accessories

</GeneralCategory>**<WholeSalePrice>**

Base wholesale price

</WholeSalePrice>**<SuggestedRetailPrice>**

Manufacturer Suggested Retail Price

</SuggestedRetailPrice>**<MAPPrice>**

The Minimum Advertised Price of the product, when applicable

</MAPPrice>**<ListDate>**

Date first posted in Europa's ERP inventory

</ListDate>**<Discontinued>**

DISC if product has been discontinued

</Discontinued>**<ChltQtyOnHand>**Quantity on hand greater than 5 units at time of update for Charlotte, NC Distribution Center [Yes/No](#)**</ChltQtyOnHand>****<FreQtyOnHand>**Quantity on hand greater than 5 units at time of update for Fresno, CA Distribution Center [Yes/No](#)**</FreQtyOnHand>****<MesqQtyOnHand>**Quantity on hand greater than 5 units at time of update for Mesquite, TX Distribution Center [Yes/No](#)**</MesqQtyOnHand>****<StrQtyOnHand>**Quantity on hand greater than 5 units at time of update for Strongsville, OH Distribution Center [Yes/No](#)**</StrQtyOnHand>****<WindsorQtyOnHand>**Quantity on hand greater than 5 units at time of update for Windsor, CT Distribution Center [Yes/No](#)**</WindsorQtyOnHand>****<OrlQtyOnHand>**Quantity on hand greater than 5 units at time of update for Orlando, FL Distribution Center [Yes/No](#)**</OrlQtyOnHand>****<SeaTacQtyOnHand>**Quantity on hand greater than 5 units at time of update for SeaTac, WA Distribution Center [Yes/No](#)**</SeaTacQtyOnHand>******* Note: When Europa opens new locations, the new warehouse inventory status will be added here *******<MfgAddress>**

Mfg. Address

</MfgAddress>**<Copyright>**

Vendor/Mfg. Copyright info.

</Copyright>**<ItemSize>**

Product Size

</ItemSize>**<ItemMeasure>**

Unit Measure of Product

</ItemMeasure>**<Height>**

Height of the Product

</Height>

<Width>

Width of the Product

</Width>**<Depth>**

Depth of the Product

</Depth>**<Mass>**

On file weight of the packaged product in pounds, used to calculate shipping weight

</Mass>**<ExtendedSize>**

Extended Size Information

</ExtendedSize>**<CaseQty>**

Case Quantity

</CaseQty>**<Directions>**

How to Use the Product

</Directions>**<Ingredients>**

Components of the Product

</Ingredients>**<Warnings>**

Cautionary Statements Regarding Use of the Product

</Warnings>**<PostDate>**

Date Product was last Cataloged/Changed

</PostDate>**<SupplierWebAddress>**

Supplier's web site address

</SupplierWebAddress>**<ThumbnailURL>**

Secure URL of the product thumbnail image, GIF image format

</ThumbnailURL>**<ImageURL>**

Secure URL of the product detail image, JPG image format 250x250px (default)

</ImageURL>**<logoURL>**

Secure URL of the vendor logo image, GIF image format 50x50px

</logoURL>**<Image500URL>**

Secure URL of the product detail image, JPG image format 500x500px (when available)

</image500URL>**<ImageName>**

Just the name of the image file, sans extension. Currently UPC of the product

</ImageName>**<Image100URL>**

Secure URL of the product detail image, JPG image format 100x100px (when available)

</Image100URL>**</product>****</EuropaProductDatafeed>**

<EuropaNUTRITIONDataFeed>**<Nutrients>****<StockCode>**

Europa's stock code

</StockCode>**<UPC>**

Universal Product Code

</UPC>**<NutrientMasterID>**

ID Number Associated with Nutrient

</NutrientMasterID>**<ValuePreparedType>**

Indicates if this is a Value Prepared Nutrient; 0=As Packaged, 1=First Value Prepared, 2=Second Value

</ValuePreparedType>**<AddedItem>**

Added Item – This could be milk, water, or another ingredient that is recommended by the Mfg. for addition when consuming the product.

</AddedItem>**<Nutrient>**

Item – Nutrient - name

</Nutrient>**<PCT>**

Nutrient Percent of Daily Requirements

</PCT>**<Quantity>**

Nutrient Quantity

</Quantity>**<ServingSizeText>**

Serving Size Quantity

</ServingSizeText>**<ServingSizeUOM>**

Serving Size, unit of measure (i.e., packet, scoop, capsule)

</ServingSizeUOM>**<ServingsPerContainer>**

Servings per Container

</ServingsPerContainer>**<UOM>**

Additional serving size info. (i.e., g, mcg, IU)

</UOM>**<ProprietaryBlends>**

Additional details of a nutrient, such as a proprietary blend ingredients, if available

</ProprietaryBlends>**</Nutrients>****</EuropaNutritionDataFeed>**