

# Cinderhaven Provisions · Product Data Readiness

Executive Tearsheet · May 2026

## The price of poor housekeeping

**\$460,892 per year** in retailer chargebacks from product data defects, plus stalled-launch revenue loss and shelf loss from deauthorizations linked to data quality.

**\$30.0 million in revenue at risk** at Walmart. 45 of 50 SKUs fail Walmart’s required-field check today. Those 45 carry 91% of the catalog’s trailing twelve-month revenue. Costco and Whole Foods have similar gaps at lower thresholds.

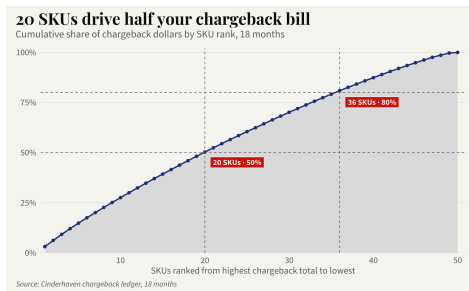
**\$6.1 million in projected annual chargebacks** at the growth target, if current defect rates hold. Each new SKU and each new retailer adds to the chargeback surface independently. The projection is linear. In practice, defect rates tend to worsen during rapid growth because data entry processes that strain at 50 SKUs break at 250.

## The compliance deadline

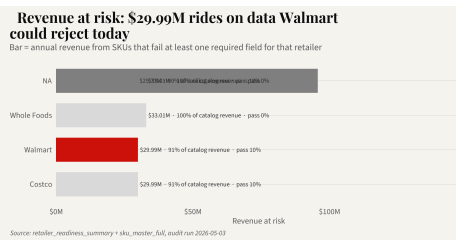
GS1 Sunrise 2027 transitions American retail barcodes to 2D codes built on validated GTINs. FSMA Rule 204 makes accurate GTINs a federal food traceability requirement. 45 of 50 SKUs carry GTINs that fail algorithmic validation today. Both deadlines are already in motion. A company that cannot pass a check digit calculation on its barcodes cannot participate in either transition.

## Summary

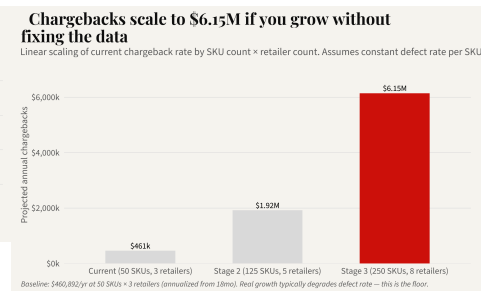
The defining feature of this problem is the asymmetry between cost and fix. Correcting every data defect that generates chargebacks takes 40 hours of data entry. The defects have been present for months. The connection between the defects and the charges has never been visible until this audit.



(a) Chargeback Pareto



(a) Revenue at risk by retailer



(a) Growth projection of chargebacks

## Top 10 by fix priority

SKU	Product	Annual cb savings	Fix time	Savings per hour
CHP-SC-005	Roasted Red Pepper Hummus	\$1,460	40 min	\$2,190/hr
CHP-PS-001	Stone Ground Mustard	\$4,920	40 min	\$7,380/hr
CHP-PS-008	Italian Seasoning Blend	\$8,420	40 min	\$12,630/hr
CHP-AS-005	Classic Tomato Basil	\$6,931	50 min	\$8,317/hr
CHP-DG-004	Organic Lentils	\$8,429	50 min	\$10,115/hr
CHP-SC-009	Raspberry Chipotle Glaze	\$4,901	50 min	\$5,881/hr
CHP-PS-005	Sea Salt Blend	\$7,512	50 min	\$9,014/hr
CHP-DG-003	Steel Cut Oats	\$6,086	50 min	\$7,304/hr
CHP-SC-003	Pickled Jalapeño Relish	\$8,162	50 min	\$9,795/hr
CHP-SC-010	Lemon Curd	\$8,140	50 min	\$9,768/hr

## Three root causes

**No validation at entry.** The product master has no recorded entry source for any SKU. Nobody knows who entered these records or what process was followed. There is no validation gate between data entry and the live product master.

**Nearly every SKU carries the same defect.** 45 of 50 SKUs carry invalid GTIN-14 check digits. 45 carry invalid UPC check digits. No SKU has both valid. All other fields — brand owner, case dimensions, country of origin — are complete and correct. The data quality completeness score is 100 for every SKU, but completeness masks the check-digit failures that retailers actually test.

**Margin density does not follow gross revenue.** Walmart is the largest retailer by gross dollars but not the most profitable by net margin percentage. Trade spend is negotiated annually. Chargebacks are generated by data defects that Cinderhaven can fix any Tuesday afternoon. Every dollar recovered drops straight to net contribution.

## The crown jewel

CHP-AS-009, Truffle Mushroom Sauce, is the highest-revenue SKU in the catalog (\$1,134,741) and among the largest sources of chargeback cost (\$17,871 over 18 months). 15 chargeback events across multiple retailers, driven by invalid barcode check digits. It fails most retailers' readiness checks. Fixing the barcodes takes 50 minutes.

## A one-week turnaround

- **Days 1–2:** Correct all barcode check digits (UPC and GTIN-14) across 50 SKUs. About 40 hours total. This addresses the entire data-defect scope and brings all SKUs to passing status at all retailers.
- **Days 3–4:** Implement a check-digit validation gate on every data entry path. The GS1 algorithm is a single modulo operation — block saves when the digit is wrong.
- **Day 5:** Deploy the Monday Morning Dashboard. Establish a monthly 30-minute data quality review.
- **Result:** The product master supports GS1 Sunrise 2027 compliance, FSMA Rule 204 traceability, and retailer expansion without compounding data debt.