**Shop Runner Product Feed Layout and Description**

**Product Feed File Information**

File Format/Type: XML

Number of Files: 8

Frequency: Once Daily (@3:00 am)

Naming Convention:

Syntax: 1800FLOWERS\_SHOPRUNNER\_MBP\_[yyyyMMdd-HHmmss].xml

Sample: 1800FLOWERS\_SHOPRUNNER\_MBP\_0150916-020014.xml

**Miscellaneous**

A separate XML file will be created for each brand.

|  |  |  |
| --- | --- | --- |
| Brand | Short\_Code | Sample File |
| 1800flowers | 1800Flowers | 1800FLOWERS\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| 1800Baskets | BSKTS | 1800BASKETS\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| Cheryl’s & Co. | CCO | 1800CHERYLS\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| Fruit Bouquets | FB | 1800FRUIT\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| Fannie May | FMC | 1800FANNIE\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| The Popcorn Factory | TPF | 1800POPCORN\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| Harry And David | HND | 1800HARRY\_SHOPRUNNER\_MBP\_20150916-020014.xml |
| Wolferman’s | WLF | 1800WOLF\_SHOPRUNNER\_MBP\_20150916-020014.xml |

**Sample File Data (XML)**

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

<root>

<product\_base>

<base\_code>1009-P-141809</base\_code>

<base\_code\_title>Popcorn Factory Simply Stated Thank You Snack Box</base\_code\_title>

<seosearchable>1</seosearchable>

<shoprunnereligible>Y</shoprunnereligible>

<product\_url>http://www.1800baskets.com/refer.do?p=141809</product\_url>

<short\_description>With an elegant design, charming presentation and an array of gourmet treats, our new Simply Stated Thank You design Tall Snack Box is a terrific way to show your appreciation. It comes filled with two flavors of popcorn magic and mix of tasty treats.</short\_description>

<description><![CDATA[With an elegant design, charming presentation and an array of gourmet treats, our new Simply Stated Thank You design Tall Snack Box is a terrific way to show your appreciation. &nbsp;It comes filled with two flavors of popcorn magic and mix of tasty treats.]]></description>

<brand>1009</brand>

<mfr\_part\_number>1009-P-141809</mfr\_part\_number>

<delivery\_type>GPT</delivery\_type>

<availability\_code>InStock</availability\_code>

<merchant\_category xsi:nil="true" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"/>

<sub\_categories>

<sub\_category><![CDATA[Popcorn & Snacks]]></sub\_category>

<sub\_category>The Popcorn Factory®</sub\_category>

<sub\_category>Rewards Popcorn Collection</sub\_category>

</sub\_categories>

<search\_terms/>

<child\_skus>

<sku>

<sku\_code>1009-I-141809</sku\_code>

<sku\_title>Popcorn Factory Simply Stated Thank You Snack Box</sku\_title>

<regular\_price>20</regular\_price>

<sale\_price>20</sale\_price>

<product\_images>

<main>//cdn1.1800baskets.com/wcsstore/Baskets/images/catalog/141809z.jpg</main>

<small>//cdn1.1800baskets.com/wcsstore/Baskets/images/catalog/141809t.jpg</small>

<thumbnail>//cdn1.1800baskets.com/wcsstore/Baskets/images/catalog/141809c.jpg</thumbnail>

<alternates>

<image>//cdn1.1800baskets.com/wcsstore/Baskets/images/catalog/141809z.jpg</image>

</alternates>

</product\_images>

</sku>

</child\_skus>

</product\_base>

<product\_base>

<base\_code>1001-P-40050</base\_code>

<base\_code\_title>Tranquil White Garden</base\_code\_title>

<seosearchable>1</seosearchable>

<shoprunnereligible>Y</shoprunnereligible>

<product\_url>http://www.1800flowers.com/refer.do?p=40050</product\_url>

<short\_description>Convey your deepest sympathies with our elegant dish garden. Peaceful white flowers such as hydrangea, cyclamen and campanula are gathered with variegated ivy to send a lasting tribute during times of sorrow and remembrance. Arrives in a classic green washed planter featuring elegant wirework.</short\_description>

<description>Convey your deepest sympathies with our elegant dish garden. Peaceful white flowers such as hydrangea, cyclamen and campanula are gathered with variegated ivy to send a lasting tribute during times of sorrow and remembrance. Arrives in a classic green washed planter featuring elegant wirework.</description>

<brand>1001</brand>

<mfr\_part\_number>1001-P-40050</mfr\_part\_number>

<delivery\_type>GPT</delivery\_type>

<availability\_code>InStock</availability\_code>

<merchant\_category xsi:nil="true" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"/>

<sub\_categories>

<sub\_category>Sympathy Plants</sub\_category>

<sub\_category>Sympathy Plants</sub\_category>

<sub\_category><![CDATA[Sympathy Flowers & Gifts]]></sub\_category>

<sub\_category><![CDATA[Sympathy Flowers & Gifts]]></sub\_category>

<sub\_category>CarlosC T Test Template</sub\_category>

<sub\_category>Plants Inactives</sub\_category>

<sub\_category>Plants Box</sub\_category>

</sub\_categories>

<search\_terms/>

<child\_skus>

<sku>

<sku\_code>1001-I-40050</sku\_code>

<sku\_title>Tranquil White Garden for Sympathy</sku\_title>

<regular\_price>69.99</regular\_price>

<sale\_price>69.99</sale\_price>

<product\_images>

<main>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/40050z.jpg</main>

<small>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/40050t.jpg</small>

<thumbnail>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/40050c.jpg</thumbnail>

<alternates>

<image>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/40050z.jpg</image>

</alternates>

</product\_images>

</sku>

</child\_skus>

</product\_base>

<product\_base>

<base\_code>1001-P-91499</base\_code>

<base\_code\_title>Deluxe All Fruit Basket for Sympathy</base\_code\_title>

<seosearchable>1</seosearchable>

<shoprunnereligible>N</shoprunnereligible>

<product\_url>http://www.1800flowers.com/refer.do?p=91499</product\_url>

<short\_description>Send your caring wishes and deepest sympathies in a tasteful way to friends or family members with our abundant basket of seasonal orchard-fresh fruit, personally selected by our florists.</short\_description>

<description>Send your caring wishes and deepest sympathies in a tasteful way to friends or family members with our abundant basket of seasonal orchard-fresh fruit, personally selected by our florists.</description>

<brand>1001</brand>

<mfr\_part\_number>1001-P-91499</mfr\_part\_number>

<delivery\_type>GEO</delivery\_type>

<availability\_code>InStock</availability\_code>

<merchant\_category xsi:nil="true" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"/>

<sub\_categories>

<sub\_category>Sympathy</sub\_category>

<sub\_category>Sympathy Gift Baskets</sub\_category>

<sub\_category>Fruit Bouquets- Sympathy</sub\_category>

<sub\_category>Sympathy</sub\_category>

<sub\_category><![CDATA[Sympathy Flowers & Gifts]]></sub\_category>

<sub\_category><![CDATA[Sympathy Flowers & Gifts]]></sub\_category>

<sub\_category><![CDATA[Sympathy Flowers & Gifts]]></sub\_category>

<sub\_category>Funeral Home Unavailable Default Collection</sub\_category>

<sub\_category>Sympathy</sub\_category>

<sub\_category>Sympathy</sub\_category>

<sub\_category>Sympathy</sub\_category>

<sub\_category>Sympathy</sub\_category>

</sub\_categories>

<search\_terms/>

<child\_skus>

<sku>

<sku\_code>1001-I-91499L</sku\_code>

<sku\_title>Large</sku\_title>

<regular\_price>124.99</regular\_price>

<sale\_price>124.99</sale\_price>

<product\_images>

<main>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499lz.jpg</main>

<small>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499lt.jpg</small>

<thumbnail>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499lc.jpg</thumbnail>

<alternates>

<image>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499lz.jpg</image>

</alternates>

</product\_images>

</sku>

<sku>

<sku\_code>1001-I-91499M</sku\_code>

<sku\_title>Medium</sku\_title>

<regular\_price>99.99</regular\_price>

<sale\_price>99.99</sale\_price>

<product\_images>

<main>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499mz.jpg</main>

<small>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499mt.jpg</small>

<thumbnail>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499mc.jpg</thumbnail>

<alternates>

<image>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499mz.jpg</image>

</alternates>

</product\_images>

</sku>

<sku>

<sku\_code>1001-I-91499S</sku\_code>

<sku\_title>Small</sku\_title>

<regular\_price>79.99</regular\_price>

<sale\_price>79.99</sale\_price>

<product\_images>

<main>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499sz.jpg</main>

<small>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499st.jpg</small>

<thumbnail>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499sc.jpg</thumbnail>

<alternates>

<image>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499sz.jpg</image>

</alternates>

</product\_images>

</sku>

<sku>

<sku\_code>1001-I-91499XL</sku\_code>

<sku\_title>Extra Large</sku\_title>

<regular\_price>149.99</regular\_price>

<sale\_price>149.99</sale\_price>

<product\_images>

<main>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499xlz.jpg</main>

<small>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499xlt.jpg</small>

<thumbnail>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499xlc.jpg</thumbnail>

<alternates>

<image>//cdn1.1800flowers.com/wcsstore/Flowers/images/catalog/91499xlz.jpg</image>

</alternates>

</product\_images>

</sku>

</child\_skus>

</product\_base>

</root>

**Database Field Detailed Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Field\_Name** | **Native\_Type** | **Description** | **Comments** |
| PRODUCTID | NUMBER | Product unique identifier | CATENTRY table key |
| BASECODE | VARCHAR2(64) | Part Number | CATENTRY.partnumber |
| SKUCODE | VARCHAR2(64) | Part Number |  |
| PRODUCTBASENAME | VARCHAR2(128) | Product Name | CATENTDESC.name |
| PRODUCTSKUNAME | VARCHAR2(128) | Item (sku) name |  |
| ALTBRANDID | NUMBER | Alternate brand id of product |  |
| METADESCRIPTION | VARCHAR2(1024) | Product description for search engine optimization | SEO Description |
| DESCRIPTION | VARCHAR2(4000) | Product description |  |
| TAB2 | NULL |  | Hard Coded null values |
| TAB3 | NULL |  | Hard Coded null values |
| METAKEYWORDS | VARCHAR2(254) | Seo keyword description |  |
| SKUEXTPRICE | NUMBER(20,5) | List price of item |  |
| BASEPRICE | NUMBER(20,5) | List price |  |
| SALESPRICE | NUMBER(20,5) | Sale price |  |
| PRODUCTTYPE | VARCHAR2(10) | Product Type | FPT/GPT - Florist or Delivered by shipping service in a box |
| CLASSIFICATIONDESCRIPTION | VARCHAR2(254) |  | Hard Coded EMPTY STRING |
| IMAGENAME | VARCHAR2(254) | Thumbnail. Short form of filename of sku image. |  |
| DEFAULTSELECT | VARCHAR2(1) |  |  |
| BASEIMAGENAME | VARCHAR2(254) | Thumbnail. Short form of filename of product image. |  |
| SALESCHANNELPRICE | NUMBER(20,5) | Price of the product/item |  |
| SNIPEIMAGE | VARCHAR2(256) |  |  |
| SNIPESTARTDATE | TIMESTAMP(6) |  | Format (DD-MMM-YY) |
| SNIPEENDDATE | TIMESTAMP(6) |  |  |
| MANUFACTURINGDAYS | NUMBER(38) |  |  |
| GEOSELLFLAG | VARCHAR2(1) |  |  |
| SEOURL | VARCHAR2(254) | Search engine url keyword short form |  |
| PERSONALIZABLE | NUMBER(38) |  |  |
| CONTINUITYFLAG | VARCHAR2(1) |  | Hard Coded value "N" |
| SYMPATHYFLAG | VARCHAR2(1) | Product is specific for funeral | Uses Oracle Decode. Valid values "Y/N" |
| SYMPATHYVALUE | NUMBER(38) |  |  |
| AGEVERIFICTATIONFLAG | VARCHAR2(1) | Age verification is required to purchase product | Such as wine products |
| INTERNALTIONALFLAG | VARCHAR2(1) | Product is sold internationally |  |
| AVAILABLESTARTDATE | TIMESTAMP(6) | Start date when product will be available for purchase |  |
| AVAILABLEENDDATE | TIMESTAMP(6) | End date after which product will not be available for purchase |  |
| SEARCHABLEFLAG | VARCHAR2(1) | Product will be available for search engine optimization | Same value as seosearcheable |
| BOTFRIENDLYNAME | VARCHAR2(254) | Product name in search engine optimized format |  |
| SEOSEARCHABLE | VARCHAR2(1) | Product will be available for search engine optimization |  |
| ORIGPARTNUMBER | VARCHAR2(64) | Part Number |  |
| SHOPRUNNERELIGIBLE | VARCHAR2(4) | Product/Item is available for ShopRunner shipping | Valid values will be ("Y","N") |
|  |  |  |  |