

Kroger PDP Guidelines – Quick Reference

Playlist

- The Kroger Playlist should be applied to every item in the hierarchy
- Style guide rules are only applied when the consumer unit indicator is true

Brand Name

- Brand Name should match the Brand Name as it appears on the packaging, including any ® or ™ symbols.

Product Description

- Structure = [Brand Name(with ®/™)] [Special Attribute/Product Descriptor][Variable][Product Name]
Example: King Arthur Baking Company® All Purpose Unbleached Flour
- Capitalize 1st Letter of each Word.
- DO NOT USE ALL CAPS.
- Do not use subjective comments, such as "Best Seller" or "Hot Item"
- Do not include commas
- Product Description should not include Customer Facing Size

Customer Facing Size

- Kroger-Specific attribute "Customer Facing Size" (e.g. 12 oz, 150 ct, 6 pk / 12 fl oz) typically matches the measurement displayed on product image.

Marketing Message

- Recommended that product copy should be a few sentences totaling 300-400 characters about the product
- Use complete sentences in sentence case (capitalize the first word, proper nouns, and established acronyms only).
- Avoid repetition **within** Marketing Message and **across** Marketing Message **and** Feature Benefits.
- Marketing Message should be about the product and not about the brand or manufacturer.

Features and Benefits

- Highlight the top 5-7 features that you want customers to consider (specific product features, not brand features)
Ensure your description is unique and tells the customer the key benefits of your item.
- Begin each bullet point with a capital letter and omit ending punctuation

Product Images

- Exactly One Primary Front Facing image is required.
- Only Product Images (Type of Information = Product Image) will be sent to Kroger
- There are 6 total image spots available. The Primary image + 5 remaining images can be used to best highlight the Brand's product.
- Select Front, Back, Left, Right, Top, or Bottom Image Facing for each image.
- Do not duplicate Image Facing.

Additional Resources

<https://community.1worldsync.com/t5/Kroger-API/ct-p/KrogerAPI>