The Kroger Data Advantage

We welcome your feedback at ItemMDMVIP@kroger.com Please include the word newsletter in your subject line.

Inside this issue:

Future issue topics:

Prop 65

May Release

How to: Spreadsheet Data Loader

VIP Attribute Simplification

We've heard your feedback and we are working towards some things to help make the attributes simpler to fill out in the Vendor Item Portal. We are rolling out a simplification strategy that will result in a reduction in core attributes and a change/new format to class specific attributes.   The rollout will start slow, but the goal is to have all applicable classes rolled out by the end of April. The purpose is to streamline attribution to make it easier for suppliers to give information to Kroger for both operational uses and a presence on the digital shelf.

The next time you log in to modify or submit an item, the class specific attributes may look a little different than what you're used to seeing. Some attributes may not make sense for your item because we have made more attributes optional and are using the same block of attributes for more classes. The attributes are department specific now instead of class specific in most cases. Fill out all that you can in VIP, and if you know an attribute doesn't apply to your item, it probably can be left blank.

Hopefully, this process will help speed up your time in VIP and ensure that we receive your accurate data. If there are specific attribute questions, please call our supplier helpline at 844-277-6165, option 1, and they can assist you with any questions or issues.

We will also be offering a series of webinars to answer any questions you have around this communication or the letter you received from Robert Clark.
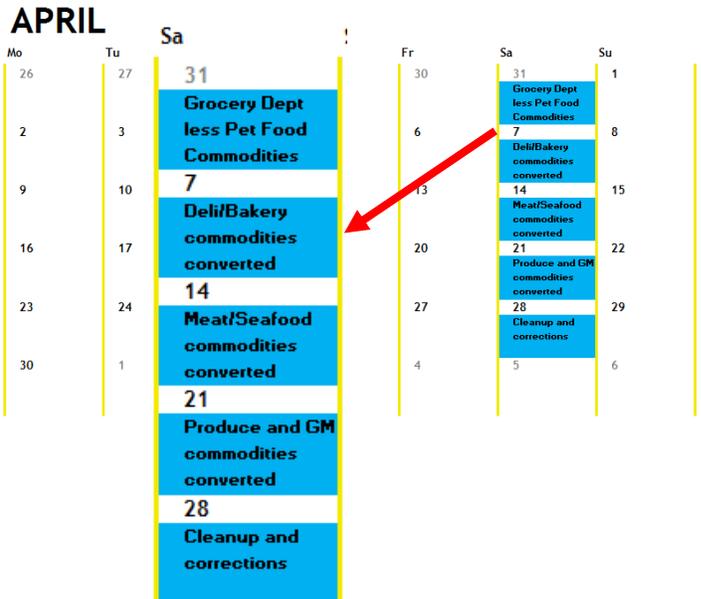

Letter sent from Robert Clark, Sr VP of Merchandising

Webinar Dates:

Please click on the link below to register for a webinar or listen to the most recent:

[Kroger MDM Complete Supplier Webinar Series](#)

Simplify Conversion schedule:

Acceptable Image

Top Facing Acceptable Image

Images are the single most important feature of an online presence.

Front Facing Acceptable Image

Image Requirements

With the February release for the Vendor Item Portal, we have added attributes for images. There will be a space to provide a URL link to your image, and each URL will need a facing choice (left, right, front, back, etc.), and a background choice (white, transparent, other). Please note that if you choose 'other' as your background, the data will still flow to MDM and other downstream systems, but the content manager will reject the item and it may not appear on the digital shelf. The recommended resolution for images is 1000 x 1000 dpi. You are allowed up to ten image URL submissions per item, and can have multiple image facings.

From the Attribute Spreadsheet ➡

Ref. No.	Attribute Name	Business Definition
4050	Image Facing	Indicates the facing of an image.
4051	Image Background	Indicates the background composition of an image.
4052	Image URL	URL link to the Image.

More Image Details

- 1000 px minimum in one direction

- 300 dpi (resolution)

- RGB color mode

- White or transparent background

- .jpg or .png

- File name must include UPC (GTIN-13 format is preferred)

Example:0005172100228.jpg

- Multiple views can be designated using dashes or similar

Example: 0005172100228-L.jpg or 0005172100228-front.jpg

- Images must meet style guidelines

- Product only shots

- Single product in one image

- GS1 standard preferred (see link below for reference)

- Please try to include multiple angles of images as well, especially nutrifacts, sides, and ingredients

Guideline - GS1 US Product Images Application Guideline for the Retail Grocery Industry

Data Quality Scorecard

The Kroger Company is continuing our digital journey and we need your help. We are seeing tremendous growth in our digital online sales where customers are ordering online and either picking up their orders at the store through our ClickList service or in select markets choosing home delivery. Product attributes continue to be more important to our customers than ever before and are playing an increasing role in how our customers shop.

Below you will find an example of the report sent to suppliers. It includes any products that are missing from our Vendor Item Portal, missing key attributes, and Supplier contacts. Our ask is that you review the attached lists when you receive your Scorecard and enter any missing products, missing attributes, or contact information that needs to be updated into the Vendor Item Portal (VIP).

Complete and accurate data will lead to a better digital experience for our customers. Kroger values the relationships it builds with its suppliers and we are here to answer any questions you might have about the Vendor Item Portal. You can contact us at 1-844-277-6165 Option 1 or email us at ITEMMDMVIP@KROGER.COM

$1.99 $2.19

Kroger 1% Lowfat Milk
1 gal

Data Quality Scorecard

| GREEN | >= 95% | YELLOW | < 95% & >= 80% | RED | < 80% |

All data is based on the previous 12 weeks of sales.

Total Data Quality Score

78.63%

Item Completeness

60.67%

59 of 150 Items not submitted

Attribute Completeness

96.58%

55 of 1,607 Data points need Attention

Items Missing from VIP

All data is based on the previous 12 weeks of sales.

Due Date	Commodity	UPC	Description	Sales Dollars	Units Shipped	In Click List	# Divisions Selling
4/27/18	619-ONIONS	0003338360301	ONIONS PEARL WHITE	$11,992	4,476	Y	8
4/27/18	619-ONIONS	0003338360351	ONIONS PEARL RED	$5,007	1,957	Y	8
	598-VEGETABLES COOKING BULK	0003338370041	PARSNIPS 20 0Z.	$16,378	10,920	Y	2
	598-VEGETABLES COOKING BULK	0003338370051	TURNIPS 20 OZ BAG	$9,847	7,728	Y	2
	599-VEGETABLES COOKING PACKAGED	0003338325101	CACTUS WHO LEAF	$296,931	160,512	N	4
	599-VEGETABLES COOKING PACKAGED	0003338325103	CACTUS LEAF DICED	$166,349	71,928	N	4
	599-VEGETABLES COOKING PACKAGED	0003338370223	GREENS COLLARD	$51,543	29,528	Y	3
	599-VEGETABLES COOKING PACKAGED	0003338370224	GREENS MUSTARD	$4,122	2,312	N	1
	600-APPLES	0003338300155	APPLES GRANNY SMITH WAXF	$508,920	91,688	Y	20

Attributes Missing from VIP

All data is based on the previous 12 weeks of sales.

Due Date	Commodity	GTIN	Description	Information Provider GLN	Attribute Number	Attribute Name	Item Submission Date
	600-APPLES	00033383087139	APPLES FUJI EAST RPC	0011110000101	3886	Nutrient Basis Quantity Type Code	02/16/2017
	602-CITRUS	00033383146164	CLEMENTINES3LB	0011110000101	3609	Country Of Origin	02/03/2017
	602-CITRUS	00033383146164	CLEMENTINES3LB	0011110000101	677	Non-GMO product	02/03/2017
	604-BERRIES	00033383221014	BLUEBERRIES RPC	0011110000101	3886	Nutrient Basis Quantity Type Code	02/03/2017
	604-BERRIES	00033383222417	BLUEBERRIES CSHL RPC	0011110000101	3886	Nutrient Basis Quantity Type Code	02/03/2017
	604-BERRIES	00033383240008	BLACKBERRIES	0715756000005	3886	Nutrient Basis Quantity Type Code	08/29/2017
	618-POTATOES	00033383510033	POTATOES RED	0024617000000	3886	Nutrient Basis Quantity Type Code	02/14/2017
	618-POTATOES	00033383530109	POTATOES RUSSET RPC	0011110000101	3609	Country Of Origin	12/08/2016
	618-POTATOES	00033383530109	POTATOES RUSSET RPC	0011110000101	3886	Nutrient Basis Quantity Type Code	12/08/2016

[VIP Update]

We will be removing the value of 'yes' from gluten free and organic attributes in the upcoming May release. This value does not flow to the tags in store, so we want to encourage suppliers to go into VIP and if they have 'yes' selected, to either change it to 'yes, and printed on the package' or 'yes, NOT printed on the package.' This is a change that can be made in VIP in advance of the valid value being removed. Any questions, please call the Supplier Engagement Helpline.

How to Corner — Submitting an Item without Generating an IMF

Have you been asked by a category manager to update your item information but they don't want an IMF? Are you submitting missing items brought to your attention by the Data Quality Scorecard?

If so, we want the items published to us as INITIAL LOAD, not NEW. In VIP, this will display as publication type = current. The chart below should all be left blank on the item hierarchy page of your item. When you validate and submit, do not choose an item submission reason code. This way, the data syncs with our downstream systems, but it doesn't create

an IMF for the category manager to review.

Reason codes are not needed for certain updates the category managers do not need to review, primarily updates for certain attributes such as dimensions, ingredients, allergens, etc.

Your category manager will let you know if they need an

IMF or not with an item submission. For the Data Scorecard, do not generate an IMF.

On the hierarchy page, at the top, you want to see a 'complete' status and a Kroger CIC state of 'synchronized'.

A status of 'In Process Retailer' means you've sent an IMF to the category manager. This is not what you want to do.

Status:	Assigned To:	Kroger CIC State:	Publication Type:
Complete		**SYNCHRONISED**	**Current**

Kroger Sales Event

Event Type	BASIC_STOCK ▾
Kroger Event Code	182 DIET P9 KOMPASS NII
Kroger Item Submission Reason Code	NEW ITEM
Kroger Event Submission Start Date (DD-MON-YYYY)	18-Apr-2016
Kroger Event Submission End Date (DD-MON-YYYY)	03-Jun-2016
Kroger Event Start Date (DD-MON-YYYY)	12-Sep-2016
Kroger Event End Date (DD-MON-YYYY)	07-Oct-2016