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Vendor Item Portal (VIP) Release Information

In the May 9th VIP release, the following attributes and validations were changed:

- **Removed image validation in May release -**
 - ◇ A valid image requires File Resolution Description to be a minimum of 300x300 dpi
- **DUNS Number -**
 - ◇ Attribute Display Name - Changed to "Supplier Hub VIP Key/DUNS No"
 - ◇ Business Definition – Changed to "Enter the Vendor Item Portal Key that matches your Organization's Vendor Item Portal Key in the Kroger Supplier Hub located on the Organization Page"
- **Maximum and Minimum Temperature –**
 - ◇ Maximum and Minimum Temperature are required for all Kroger products even if Temperature Controlled is equal to "AMBIENT"
 - ◇ Please provide Maximum and Minimum temperatures for Temperature Qualifier Code of "Trade Item in transport to the distribution center" AND "Trade Item is being stored or handled" for any value selected for Temperature Controlled
 - ◇ Below is an example of what is required in VIP

Logistics Information:			
* Temperature Controlled: AMBIENT			
Minimum Temperature	Maximum Temperature	Temperature Qualifier Code	
36 [Degree Fahrenheit]	44 [Degree Fahrenheit]	Trade Item is in transport to the distribution center.	
36 [Degree Fahrenheit]	44 [Degree Fahrenheit]	Trade Item is being stored or handled.	

Fresh Requirements - Coming late in 2020 or early 2021 Kroger will be changing the item setup requirements for fresh product; produce, meat, seafood. Be on the lookout for details and time-lines in the upcoming months.



We welcome your feedback please submit to:

ItemMDMVIP@kroger.com

Include the word 'newsletter' in the subject line

Inside this issue:

- VIP Release Info **1**
- Fresh Requirements **1**
- Ocado Attributes **2**
- Supplier Hub Profile **3, 4**
- How to: Submitting an Item without Generating an IMF **5**

Contact Us:

Supplier Engagement Group (SEG)

844-277-6165

VIP Option 1

Supplier Hub Option 2

1WorldSync Helpdesk

866-280-4013, option 8

Ocado Attribute Information

As has been reported in several recent press releases, Kroger has created a partnership with UK-based Ocado to build 20+ facilities in the US that will utilize robotic technology and sophisticated information technology systems to help Kroger fulfill and grow omnichannel sales. Kroger's first customer fulfillment center (CFC) is slated to become operational in Monroe, Ohio. The 335,000-square-foot warehouse is expected to go live in March, 2021. That event will be followed by another CFC in Florida going live about a month later. As of this writing, Kroger has selected 8 sites. Each CFC has the capability to support product delivery for a very wide radius around these facilities. The plan is to bring 20+ CFC online over the next several years.

Kroger began aligning teams in 2019 to prepare and execute on this effort. While Ocado is a partner in this matter, this is a Kroger initiative to build 20+ CFC with state of the art equipment. The robotic system is very sophisticated and should help us build brand loyalty by providing increased scale and speed to meet customer demand in the omnichannel space. Toward that end, our partnership with suppliers requires an increased amount of diligence to properly position their goods in the omnichannel. In addition to the obvious need for the normal omnichannel attributes (image, marketing message, nutritional information, etc...), the Ocado empowered CFC uses high tech software that requires a high degree of accuracy in item (not just case) supply chain attributes so that our teams can position pallets, cases, and items to sell and deliver at a speed that matters. This necessitates a focus on the quantity and quality of item data and images. Our goal is to provide industry-leading, rich attribution that helps customers easily find and buy your products. And now, we will need to provide that rich item data to the Ocado operating system which automates much of the effort to move pallets in, unpack those cases, and ultimately pick, stage, and deliver consumer goods to the home. Some of the most basic item attributes play a big part in our ability to deliver. For example, dimension data and weight are critical attributes to know in order to determine how any items fit in a bin that is placed inside one of these automated warehouses. An attribute like "Minimal Permissible Storage Temperature" help us ensure the highest quality experience for our customer by impacting which dock the trucks pulls up to and where the pallet should be placed in pre-processing, and whether the items should go to the frozen, refrigerated, or ambient section of the CFC. Richness and accuracy of item data are essential for sales, the efficient delivery of product, and ultimately loyal customers.

Over the coming months, we will be working with Ocado to identify the needed attribution to allow the CFC to operate as efficiently as possible. In many cases, we already have the right data and information, or the right answer can be deduced from the information and data we have. But there may be additional attribution that we require from our suppliers. We will communicate more over the coming months through our Newsletter and through more targeted communication where necessary. We all know that the success of the CFC launch and subsequent operation has everything to do with having accurate, complete data on the products we are selling.

Is your Kroger Supplier Hub profile Up to Date?

You've completed and submitted your Supplier Hub profile. Now that your profile is approved, you're all done – right? Well, not quite.

While it is imperative to complete all of the sections of your Supplier Hub profile and submit for approval – your profile is never really *complete*.

Why is an Up to Date Profile Important?

Incomplete or outdated Supplier Hub profiles can adversely affect your business transactions with The Kroger Co. in several ways:

- Important updates from The Kroger Co. may not get to the right people in your organization
- Regular profile reviews from Kroger Compliance may mean your profile is placed on a **Compliance Hold** if it remains in an incomplete status
- Compliance Holds may cause disruptions in ordering, shipping and payment processes
- Vendors with incomplete/unapproved Supplier Hub profiles may not be eligible to participate in sourcing events that are relevant to their organizations

Things change, people change, systems change. All of these changes likely mean an update is needed in your profile. Keep reading to find out what kind of updates your profile might need today!

Things that Change

Are you submitting new items through the Vendor Item Portal? Be sure you are adding the Ordering Unit you have for those items to their compliant production facilities in Supplier Hub. This will help ensure your new item setup flows through the compliance validation process smoothly. Or maybe the item isn't new, but it's coming from a new facility. Be sure to update this type of change in your profile.

Speaking of facilities, have you checked your food safety or social compliance documentation? If any of your documents have expired, please be sure to go in and update them accordingly.

Continued on page 4

Is your Kroger Supplier Hub profile Up to Date? (cont.)

People Change

Do you have a new Main Contact since you submitted your profile? When any of your organization contact information changes, it is important to update your Supplier Hub profile with the latest. As Kroger's centralized supplier management system, Supplier Hub is the one stop shop for Kroger associates to get to the right contact in your organization. It is also where you can ensure important communication from Kroger is going to the right person.

Just remember, all vendor profiles must have a Main contact, a Sales contact, a Social Compliance contact (for Facilities) and a Remit-To contact. Most vendors will also need a Quality Assurance contact and a 24 Hour/Recall contact.

Systems Change

To maintain the integrity and viability of the Kroger Supplier Hub, new requirements and enhancements are regularly implemented that may require updates to your profile. To find out if any of those changes require an update to your profile, visit the **Submit and Review** section of your account. If there are new requirements, the affected section(s) will show **incomplete**. If you have an "incomplete" section, simply click on the link that says **click here**, and you will be re-directed to the page that needs to be updated.

One More Thing

These are just some of the reasons why you may need to update your profile, but not all. Log into Supplier Hub today (and regularly) to keep your profile up to date!

Kroger is Here to Help You!

For log-in assistance please review the Supplier Hub help pages provided [here](#). Additionally, if you need guidance on updating your Supplier Hub profile, our Supplier Engagement Group is ready to assist you between the hours of **8:00 AM to 6:00 PM EST**:

Supplier Engagement Team (SEG)

Phone (Inside the US): 1-844-277-6165 (Select Option 2)

Phone (Outside the US): +011-513-387-1140 (Select Option 2)

Helpful Links

For useful job aids:

<https://www.thekrogerco.com/vendors-suppliers/supplier-hub/>

For Supplier Hub Checklist:

<https://www.thekrogerco.com/wp-content/uploads/2019/12/KrogerCoNewSupplierChecklist.pdf>

How to Corner - Revisiting 'Submitting an Item without Generating an IMF'

Have you been asked to update your item information in VIP, but no IMF is needed? Are you submitting missing items brought to your attention?

If so, we want the items published to us as INITIAL LOAD, not NEW. In VIP, this will display as publication type = current. When you validate and submit, do not choose a Kroger Item Submission Reason Code. The data syncs with our downstream systems, but it doesn't create an IMF.

Reason codes are not needed for certain updates, primarily updates for ecommerce descriptions, marketing messages and certain attributes such as dimensions, ingredients, allergens, etc.

For the Data Scorecard requests, *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 'synchronised'.

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: Complete	Assigned To:	Kroger CIC State: SYNCHRONISED	Publication Type: Current
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Kroger Sales Event	
Event Type	
Kroger Event Code	
Kroger Item Submission Reason Code	<input type="text"/>
Kroger Event Submission Start Date (DD-MON-YYYY)	
Kroger Event Submission End Date (DD-MON-YYYY)	
Kroger Event Start Date (DD-MON-YYYY)	
Kroger Event End Date (DD-MON-YYYY)	

For image updates -

All image updates must be made in VIP. If *only* updating the image; please use the Kroger Item Submission Reason Code "Image Add / Change Only." If you are **also** updating the eCommerce description or Marketing message at the same time leave the Kroger Item Submission Reason Code blank.

Kroger®

The Kroger Company

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**Accurate and complete data, in
a timely manner, is our goal!**



Next Newsletter Issue: Fall 2020