



Kroger Item MDM/VIP: Steps to Supplier Success with Kroger

PREPARE

1. **Obtain a GS1 Company Prefix and Global Location Number (GLN).** Learn more [\(here\)](#)
2. **Assign Global Trade Item Number (GTIN) to all levels of your product hierarchy.** All Items must be GTIN Compliant. For details go to www.gtin.info
3. **Review VIP Training Resources and register for training**
 - Learn more about training options located in the Training & Education > User Guides/Reference Documents section of the Kroger page [\(here\)](#).

PLAN

4. **Determine How Your Company Will Communicate Product Information to Kroger.**

All suppliers are required to submit product information by using:

 - A combination of GDSN through a Data Pool and The VIP – OR-
 - Enter all Item information entirely through the VIP.
 - Kroger encourages the use of GDSN, but it is not required. Learn more about GDSN at <http://www.gs1.org/gdsn>
5. **Identify Your Data Management Contacts**
 - The data contact should be someone who will be responsible for:
 - Entering the Item data and knowing where data is (e.g., package dimensions, carton weight, and nutritional information)
 - Item data sync / top-off
 - Contacts can be brokers or distributors
 - Email your IP GLN and data contact name(s) and contact information to ItemMDMVIP@kroger.com. Kroger will contact you for matters related to your item information.
6. **Review Attribute Requirements**
 - Download the [Kroger Attribute Sheet](#) in “Training & Education” section [\(here\)](#) to understand required Item information for each class.

EXECUTE

7. **Register for the VIP**
 - VIP registration is required for **all** Kroger suppliers. You will need provide your IP GLN to register for the Kroger VIP
 - If you are a 1WorldSync data pool customer, you can request VIP access at 1WorldSync Technical Support Center (see below) at no additional cost.
 - If you are a 1WorldSync data pool customer, you are required to register for Kroger VIP for a nominal annual access fee. Click on [Register for VIP](#) or reach out to 1WorldSync Business Support Services (see below) for help.
8. **Submit Item(s) via the VIP!**
 - If you use a GDSN data pool (preferred), load your item information in your GDSN data pool and publish to Kroger, then complete the Item Setup in Kroger VIP. **Login to VIP via** the Kroger page [\(here\)](#). You will need to top off additional attributes in VIP to complete the item set up.
 - If you do not use a GDSN Data Pool, you can also submit the entire Item information data via the VIP.

9. Need help?

For Kroger [business questions](#) contact the Kroger Supplier Engagement Group:

- Email: ItemMDMVIP@kroger.com Phone: 1-844-277-6165. Hours: 7:30 AM to 5 PM ET Mon-Fri.

For VIP or 1WorldSync [technical questions](#) contact the 1WorldSync Technical Support Center:

- Visit [1WorldSync Community](#) (existing 1WorldSync Data Pool customers only) for support, training, communication, events and more.
- Email: TechnicalSupport@1WorldSync.com Phone: 1-866-280-4013 Opt2, Opt1. Hours: 8 AM to 8 PM ET Mon-Fri.

For VIP or 1Worldsync [registration questions](#) contact the 1WorldSync Business Support Services:

- Email: BusinessDevelopment@1WorldSync.com Phone: 1-866-280-4013 Opt1, Opt1, Hours: 8 AM to 8 PM ET Mon-Fri.