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.gs1.info](http://www.gs1.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
   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](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.