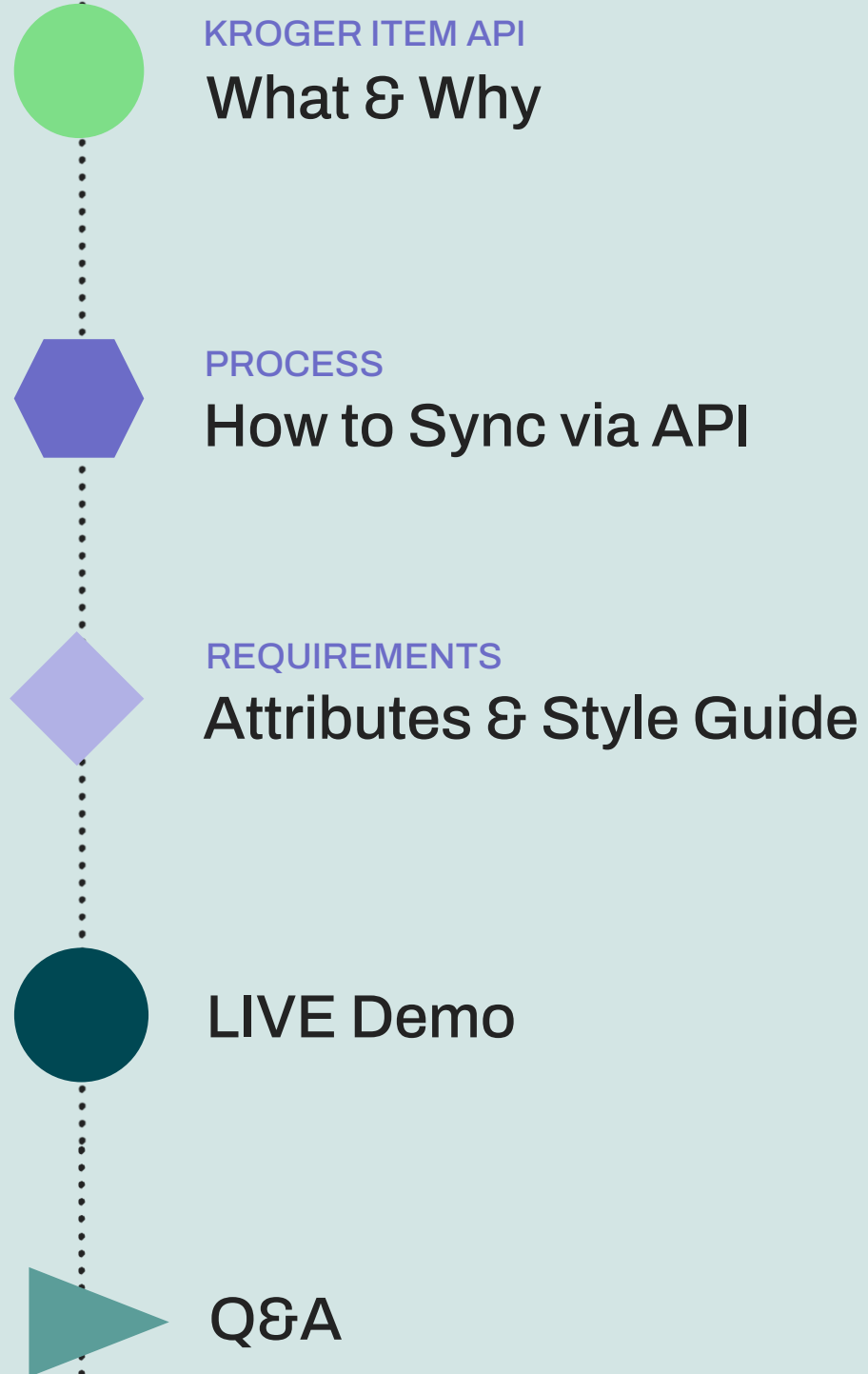


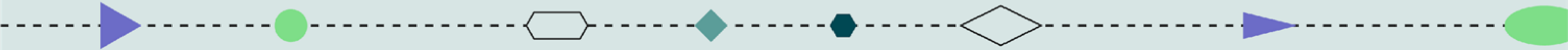


1WorldSync Kroger Item API Kickoff

Your 1st Step to Sync

Agenda



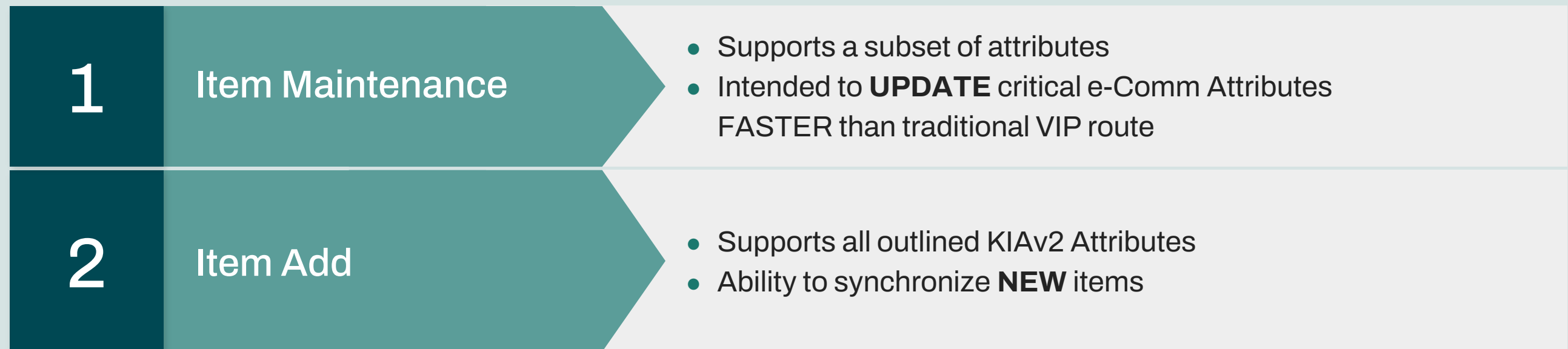


What is the Kroger Item API?

What is the Kroger Item API?

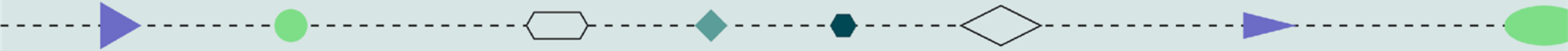
Overview

Kroger Item API or “KIAv2” is another method to get data to Kroger
API Implementation consists of 2 parts: “Item Maintenance” & “Item Add”



Key Goals

- Create agnostic connection that remains harmonized with GDSN attribution
- KIAv2 allows faster updates to kroger.com by automating process & removing manual reviews on the Kroger side
- VIP will remain one of the primary methods to synchronize data to Kroger at this time



Kroger Item API Benefits


Your Trusted Partner

- Ability to update items one time / one place
- Better representation of your product
- Increase content speed & agility of updates
- Maintain compliance with Style Guidelines

Product Description | eComm Description
Customer Facing Size
Product Images
Marketing Message
Feature Benefits



Home > Pantry > Baking & Cooking > RxSugar® Swealthy Stix Flavored Allulose Packets



RxSugar®
Sugar Reimagined®

0 Calories
Net Carbs
Glycemic

Swealthy Stix™

DELICIOUS
KETO CERTIFIED
PLANT-BASED CERTIFIED
BLOOD SUGAR FRIENDLY


30 PKTS 0.55 OZ (10g)
NET WT. 1.1 OZ (300g)

Sweet Tea
Fruit Punch
Lemon Lime
Orange
Raspberry
RxSugar

30 ct UPC: 0085000917303

\$9.99
\$0.33/each

Sign In to Add



< >

Product Description 1

Customer Facing Size 2


Product Image 3

Marketing Message 4

Feature Benefits 5

Product Information

Product Details



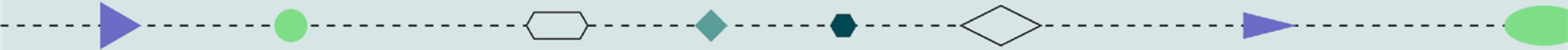
RxSugar® is Sugar Reimagined. RxSugar® is made from a rare and delicious sugar. No aftertaste, no side effects, just sweetness! RxSugar® is a great-tasting replacement for cane sugar, zero calorie sweeteners, artificial sweeteners, sugar substitutes, and sugar alternatives.

- Keto Certified, Grain/Gluten-Free, Kosher, Halal
- Non - GMO Project Verified
- FODMAP Friendly Certified
- Suitable for People with Diabetes
- Zero Sugar, Zero Calories, Zero Net Carbs, Zero Glycemic

Seamless Updates to Your Favorite Attributes

*Note: Complete Kroger API attributes are displayed via the “Kroger” playlist
You can also export your items using “Kroger” playlist view*

- GTIN (Global Trade Item Number)
- Brand Owner Name
- Brand Name
- Sub Brand
- GTIN Name
- Scent Description
- GTIN Width override
- GTIN Length override
- GTIN Height override
- GTIN Net Weight override
- Gross Weight Override
- Net Content Equivalent Quantity
 - VIP to Kroger
- Net Content Equivalent Quantity UOM
 - VIP to Kroger
- Nutrition Panel
- Ingredient Statement
- Allergen Panel
- Product Nutritional Claims
- Diet Type Code
- Diet Type Certification
- Non-GMO Product
- Flavor Description
- Preparation Instructions
- Proposition 65 Eligible
- Proposition 65 Warning Label
- Proposition 65 Warning Notice
- Product Warnings
- Supplemental Warning
- Drug Panel
- Color Description



The Process

View From Item Management

1 Apply Kroger Playlist

Item Name * RxSugar Mint Brownie Swe English x Product Type Each x IP 0614141410019 Product... Targ Mar

Playlists ? All Populated Most Popular Basic Item Setup Kroger x

Rich Content Status Learn More

Brand Name RxSugar

Product Description RxSugar Mint Brownie Swealthy Snax English x Q ALL

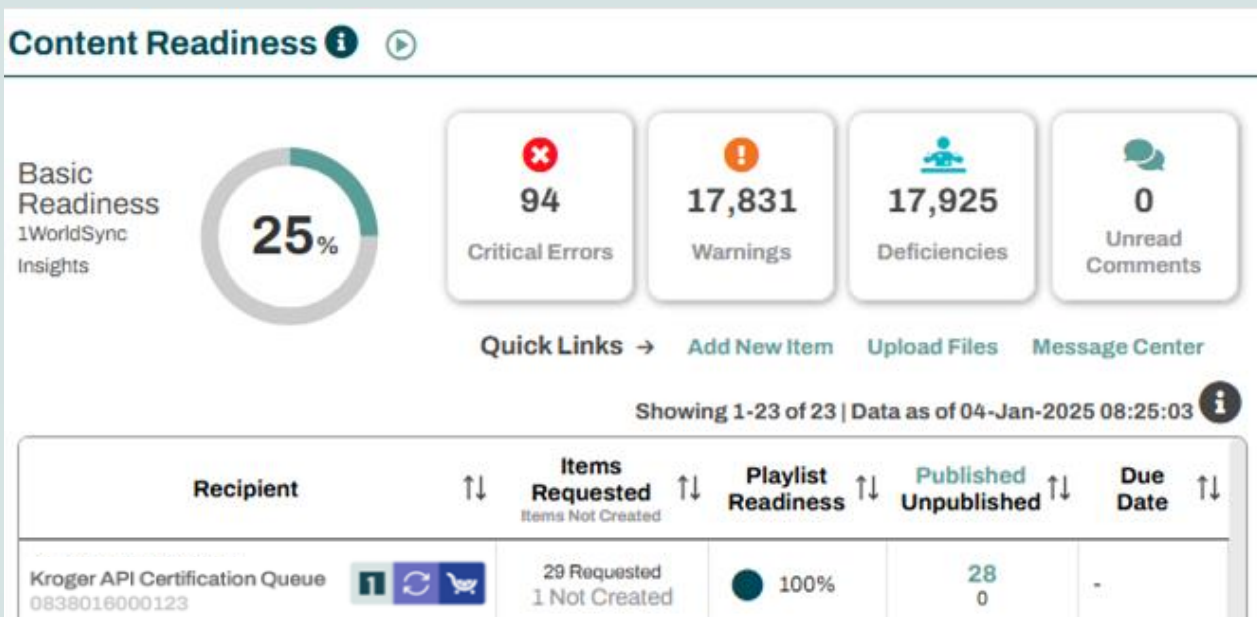
Item ID * 00850009173690

Target Market * UNITED STATES

Choose files to upload

2 Submit Products for Certification

Kroger API Certification Queue – GLN 0838016000123

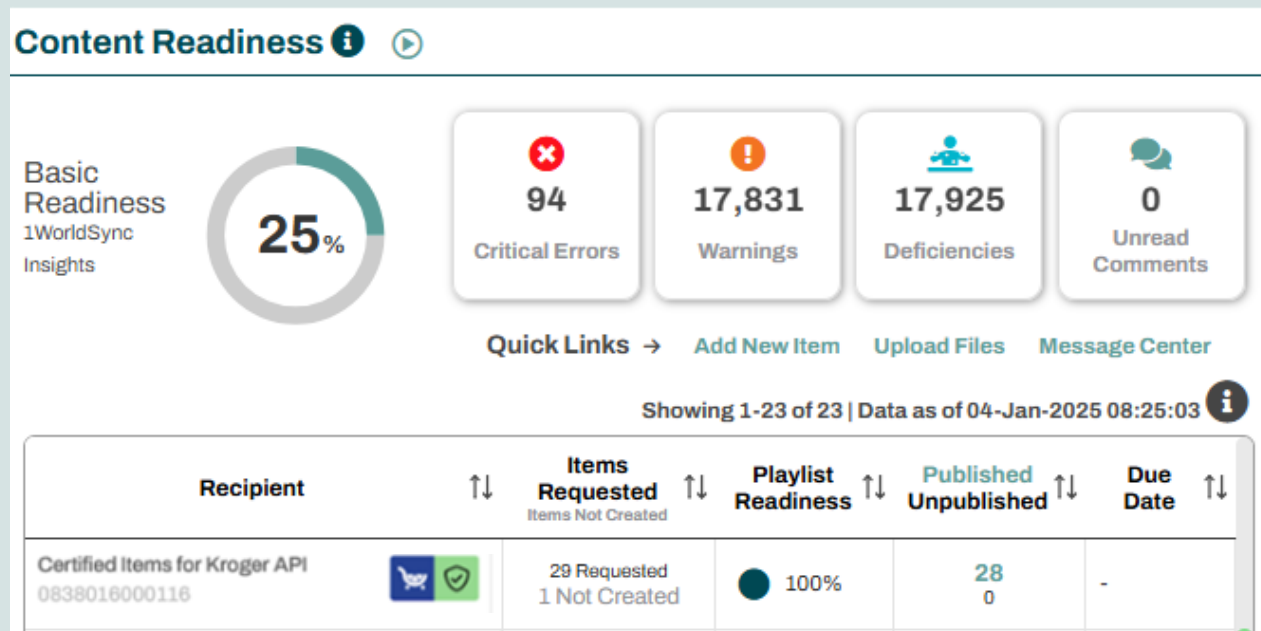


3 Review Feedback via

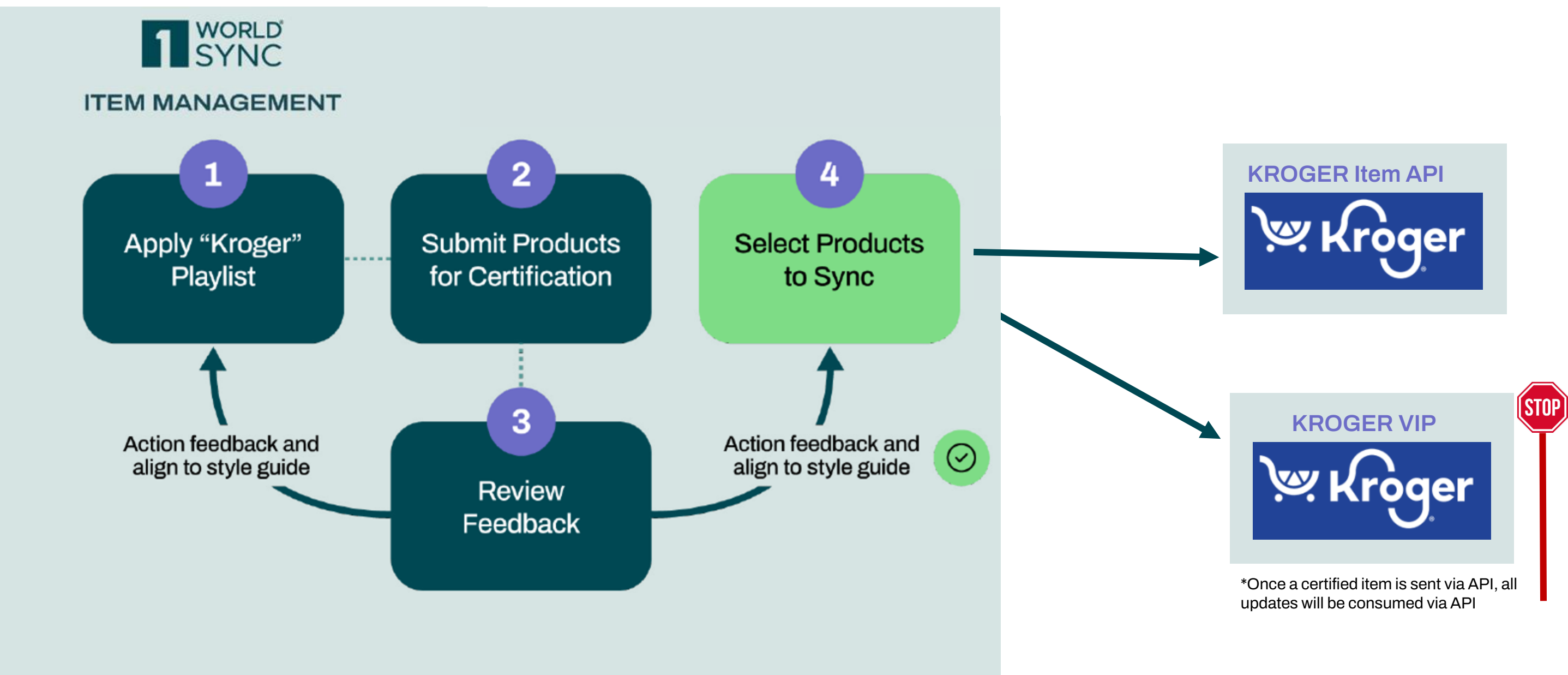
- Email if you've signed up for "Rejected" notifications
- Item Management Dashboard link
- Within Item via Item Status link
- Recipient Response Report
- Sync Status Report
- Worklist

4 Select Certified Products to Sync through the Kroger API

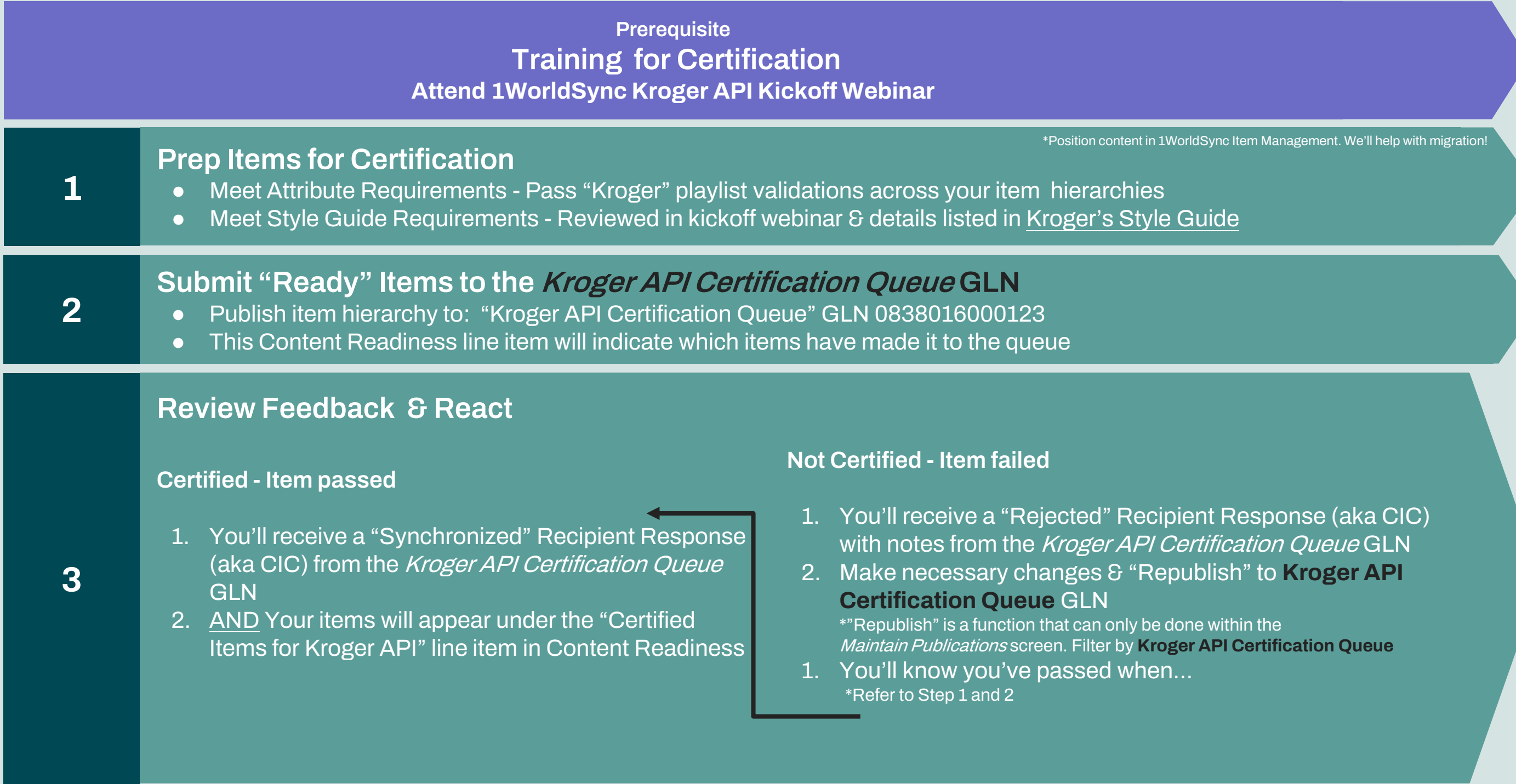
Certified Items for Kroger API – GLN 0838016000116



Syncing with Kroger



Kroger Item API: Get Certified



Kroger Item API: Send Certified Items

4

Submit “Certified” Items to the *Certified Items for Kroger API* GLN

Finalize Attribution

At your Pub-node:

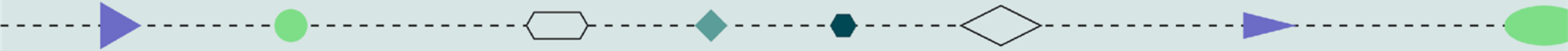
1. Set “Potential Published Item Level” to *True*
2. Indicate “Submission Type”: *Item Updates* or *New Item Setup*

Sync Item

1. Publish item hierarchy to: “Certified Items for Kroger API” GLN 0838016000116
2. Check your Recipient Response (CIC) for a “Synchronized” status
 - *Received a “Review” status? Make necessary changes & save.
 - “Synchronized Status” will confirm success.

Note

*Data sent via the API takes precedence over any other data sent to Kroger
VIP remains an option, but subsequent item updates are preferred via API once submitted through the API*



API Validations

Get Your Items API-Certified

Attribute & Style Guide Requirements

The Goal

Content accuracy

The Method

Adhere to [Kroger attribute requirements](#)

Adhere to [Kroger Style Guide requirements](#)

Submit items for Certification

The Result

Unlock Kroger Item API for item setup and updates



Kroger Attribute Requirements

Kroger Playlist: Your virtual scorecard

Be Proactive

Apply the [Kroger Playlist](#) to prep for [API Certification](#)

1. Check your item health, instantly
2. Make updates to meet requirements
3. Re-validate (aka re-run validations) to view additional feedback
4. All set? Be sure to align to Kroger Style Guide requirements before submitting items for certification

The screenshot displays the Kroger Playlist interface for an item named "RxSugar Mint Brownie Swealty Snax". The top navigation bar includes fields for "Item Name", "Language" (English), "Product Type" (Each), and "IP" (0614141410019 Product...). Below this, a "Playlists" section shows tabs for "All Populated", "Most Popular", "Basic Item Setup", and "Kroger". A green button labeled "Rich Content Status" with a "Learn More" link is visible. The main content area features a large image of the product packaging, which includes the text "RxSugar", "0 Sugar Net Carbs Glycemic", "Mint Brownie Swealty Snax", "SNACK BARS", "DELICIOUS KETO CERTIFIED PLANT-BASED CERTIFIED BLOOD SUGAR FRIENDLY", "Hover to zoom", and "1 OZ". To the right of the image, a green vertical banner reads "Mint Brownie Zero Net Carbs". Below the image is a "Choose files to upload" button. On the right side of the interface, there are input fields for "Brand Name" (RxSugar), "Product Description" (RxSugar Mint Brownie Swealty Snax), "Language" (English), "Item ID" (00850009173890), and "Target Market" (UNITED STATES).

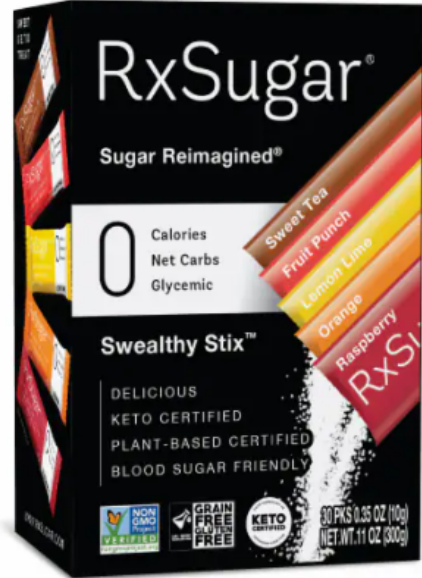
Kroger Style Guide Requirements

Product Description

Do's & Dont's

- Product Description is required
- Ideal length is 100 characters or less
- Include critical information needed to understand what is being sold
- Capitalize the first letter of each word
- Do **NOT** use ALL CAPS
- Do **NOT** include subjective comments eg: "Best Seller" or "Hot Item"
- Do **NOT** include commas

Home > Pantry > Baking & Cooking > RxSugar® Swealthy Stix Flavored Allulose Packets



RxSugar® Swealthy Stix Flavored Allulose Packets

30 ct UPC: 0085000917303

\$9⁹⁹
\$0.33/each

Sign In to Add

< [Image 1] [Image 2] [Image 3] [Image 4] >

- The one-line product name on the Product Detail Page that is displayed when a customer is browsing or searching for products
- It should be composed as follows: "Brand Special Attribute/Product Descriptor Variable Product Name"
- This Description should distinguish an item from all other items in the store in concert with the item's Size and Item Count
- Note: Size/Volume is captured separately and should not be listed in the product name
- This product description will also be indexed for onsite search results

Kroger Style Guide Highlights

Product Description Composition & Naming Order

Brand Name

- The brand name as presented to the consumer on packaging & in advertising
- Include ® or ™ symbols if applicable

Special Attribute/Product Descriptor

- Key selling adjective that will help the customers buying decision
- This will help differentiate and improve relevancy within search results
- Examples: Organic, Gluten-Free, Low-Sodium, Sugar-Free

Variable (Flavor, Color, Scent, etc.)

- Place the variable after a dash. See product name “Strawberry”
- Omit where not needed
- Example: Raspberries – Red
“Red” is not needed since there is no variable

Product Name

- Product name usually matches the name on the package of the product (“Fruit Spread”)
- This component of the description must be included for all products
- Customer Facing size should NOT appear in Product Description

Avoid

- Subjective comments such as “Best Seller” or “Hot Item”
- Adding multiple keywords to increase search relevancy



\$9.99

\$0.33/each

**RxSugar® Swealthy Stix Flavored
Allulose Packets**

30 ct

Kroger Style Guide Highlights

Romance Description | Marketing Message

Marketing Message

Brief customer-focused description about the product is required

- Product copy should be 1-3 sentences | 300-400 characters about product
- Use complete sentences in sentence case
- Use active, rather than passive, verbs
- Ensure your description is unique and tells the customer the key benefits of your item
- Avoid repetition
- Consider how you shop online: Is it by name? Brand?
- Key Features? Be sure to include these when writing the description
- Copy should be only about the product and not about the brand or manufacturer
- Do **NOT** include any of the following brand/manufacturer information
 - E-mail address
 - Website URL
 - Mailing address or phone numbers
 - Company-specific information
 - Details about another product that you offer on Kroger's banner websites
- Do **NOT** use promotional language such as "sale" or "free shipping"
- Do **NOT** duplicate content across Marketing Message & Feature benefits (Must be unique)

Product Details



RxSugar® is Sugar Reimagined. RxSugar® is made from a rare and delicious sugar. No aftertaste, no side effects, just sweetness! RxSugar® is a great-tasting replacement for cane sugar, zero calorie sweeteners, artificial sweeteners, sugar substitutes, and sugar alternatives.

- Keto Certified, Grain/Gluten-Free, Kosher, Halal
- Non - GMO Project Verified
- FODMAP Friendly Certified
- Suitable for People with Diabetes
- Zero Sugar, Zero Calories, Zero Net Carbs, Zero Glycemic

Kroger Style Guide Highlights

Key Features | Bullet Points

Bullet points that will be directly below the Romance Description
Gives customers a quick glance at key product features

- Highlight the top 5-7 features that you want customers to consider
 - Begin each bullet point with a capital letter
 - Separate phrases in one bullet with semicolons
 - Maximum character limit of 3000 combined with Romance Description above
-
- Do **NOT** include ending punctuation
 - Do **NOT** write vague statements; be as specific as possible
 - Do **NOT** enter company-specific information in the Romance Description
This section is for product features only
 - Do **NOT** include promotional and pricing information

Copy Guidelines (Marketing Message & Feature Benefits)

- Do not abbreviate
- Spell out numbers greater than or equal to zero and less than or equal to nine
- Example: "zero", "one", "10", "96"
- Exceptions include when the number relates to the product's size displayed in packaging (size 1) or is paired with a unit of measure (2 inches)

Product Details



RxSugar® is Sugar Reimagined. RxSugar® is made from a rare and delicious sugar. No aftertaste, no side effects, just sweetness! RxSugar® is a great-tasting replacement for cane sugar, zero calorie sweeteners, artificial sweeteners, sugar substitutes, and sugar alternatives.

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- FODMAP Friendly Certified
- Suitable for People with Diabetes
- Zero Sugar, Zero Calories, Zero Net Carbs, Zero Glycemic

Kroger Style Guide Highlights

Examples for Bullet Points



Product Details

- Keto Certified, Grain/Gluten-Free, Kosher, Halal
- Non - GMO Project Verified
- FODMAP Friendly Certified
- Suitable for People with Diabetes
- Zero Sugar, Zero Calories, Zero Net Carbs, Zero Glycemic

- Non-GMO
- No high fructose corn syrup
- FSC (Forest Stewardship Council) Certified
- Ratings like Wine Spectator or Wine Enthusiast score
- Instructions/storage like keep refrigerated, store in a dry location or how to use the product

Care

Example: hand wash, dishwasher safe, microwave safe

Product dimensions and weight

Measurements should be written as length x width x height for most products or width x depth x height for larger items like furniture

Example: 13" l x 13" w x 13" h or 36" w x 18"d x 77" h.

Spell out weight, such pounds

Use decimals rather than fractions, for example: 3½ would be 3.5

Sizing

Example: Diapers: Newborn (up to 10 pounds), Size 1 (8-14 pounds)

Country of origin

Product warnings

Example "If pregnant consult your physician", "Keep out of reach of children" or "California proposition 65 warning"

Ingredient allergens

nut and dairy are not needed and will already be captured in Nutrition Info tab

Kroger Style Guide Highlights

Product Images

- Send up to 6 total images (Ideally one for each Facing) only if relevant Product data exists
- 1 additional SWATCH Image is accepted if applicable
- 1 Primary Front Facing Image is required
- Alternate images will help give the customer more context and insight to convert.
- 1000px or bigger for ideal zoom/enlarged view functionality
- Show the entire product | Product should occupy at least 80 percent of the image area

Images should appear in the following order for consistency

1. Main image

- Silhouette
- Silhouette with product in front of packaging
- Enhanced Image (Two attributes callout)
- Enhanced Image (Single attribute callout)

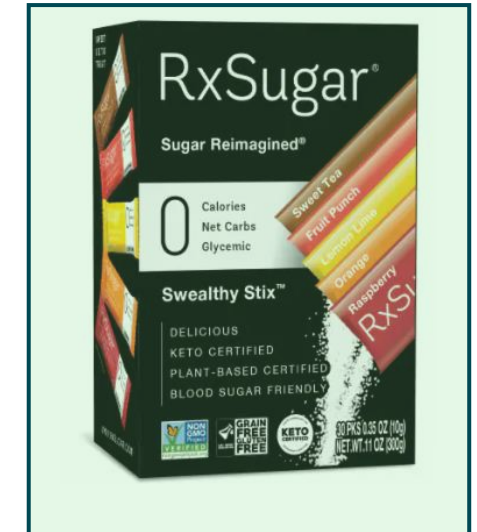
2. Back Alternate Image

3. Additional Product Angle Alternate Images

- Only if needed to show product details or helpful information
- We do not need to show these angles if they are not useful to the customer
- Example: Top of milk carton

4. Infographic Alternate Image

5. Lifestyle/Environmental Alternate Image



\$9.99

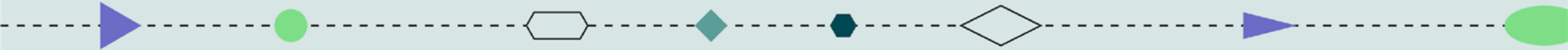
\$0.33/each

**RxSugar® Swealthy Stix Flavored
Allulose Packets**

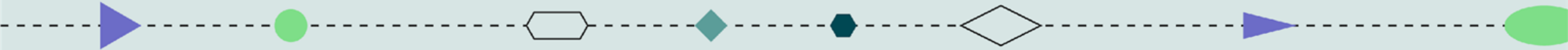
30 ct

Image Requirements

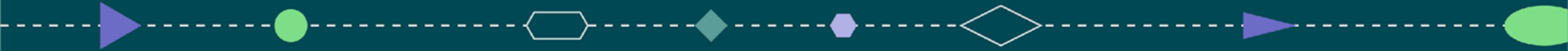
- 1000px minimum in one direction
- RGB color mode
- White or Transparent Background
- .jpg or .png



LIVE Demo



Q&A



Thank You