

# The Kroger Data Advantage

SECOND QUARTER NEWSLETTER 2021

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## [Upcoming 2021 VIP and Item Management Release Info](#)

There is no new release information.

## [Important Kroger Reminders Regarding Contact Information](#)

### **Managing your Data Quality Scorecard contacts**

Suppliers frequently ask how to update the contacts we list on our Data Quality Scorecards. The best place to make this happen is by updating the contact information within the Vendor Item Portal (VIP). This will directly change the contacts listed within the scorecard. If you are having trouble getting the contacts to update you can contact us [ITEMMDMVIP@Kroger.com](mailto:ITEMMDMVIP@Kroger.com) and we can manually update the scorecard contacts by adding or removing contacts. Complete and accurate contact information is an important first step in ensuring all team members are aware of any missing or incomplete data. A great tip is to have both a sales and data contact listed.

### **Managing contacts to receive messaging for item onboarding status**

Please keep all contact/email addresses updated in VIP to receive any messages regarding your item onboarding status. As a best practice, please consider using a general/group email to ensure that regardless of organizational changes, the notifications will be delivered.

### **Contact us:**

Thank you for your reaching out to report your issues, we welcome your feedback. We ask that you contact [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com) so that we can track any issues as our teams are working on a number of item onboarding improvements.

For **Kroger VIP Item Submission** (errors occurring once in VIP and cannot resolve) contact the Kroger Supplier Engagement Group at:

[ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com)

US: 1-844-277-6165 / International: +011 513-387-1140

hours: 8:00AM to 6:00PM ET Mon-Fri

For **VIP or 1WorldSync technical** (issues with logging in, site issues) contact the 1WorldSync Service Desk: [technicalsupport@1worldsync.com](mailto:technicalsupport@1worldsync.com)

phone: 1-866-280-4013

## Summertime!



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## Ocado Fulfillment Center Update

In May 2018, Kroger announced a partnership with Ocado to join forces and accelerate our seamless shopping capability to serve customers 'Anything, Anytime, Anywhere'. Expanding upon our world-class supply chain network, which is strategically placed across the country to enable us to provide fresh foods to our customers with the fewest number of days from farm to table, this alliance brings Ocado's unparalleled technology to our years of customer data, learnings and local expertise in the U.S. market. The Monroe, OH and the Groveland, FL facilities are now open, with hundreds of associates and thousands of robots buzzing around the "hive," picking up to 20,000 orders per day, giving our customers a level of service from Kroger Delivery like they've never seen. The spoke for Tampa is open out of our Groveland, FL facility now, and spokes for Monroe in Columbus, OH and Indianapolis, IN, as well as a spoke for Groveland in Jacksonville, FL will be opening later this year and will further expand the reach of our customer fulfillment center delivery options.

Kroger has 8 more customer fulfillment centers planned over the next several years, and many more spokes. Our Category Managers and Digital Assortment Managers are hard at work determining the right mix of product to make available to our customers through these centers. If your products are chosen to be part of this growing enterprise, you may be contacted to provide additional information and/or attribution about your products that is necessary to drive the operational efficiencies in the centers and the digital presence online. If you are contacted, please respond and comply with requests for information as quickly as possible to avoid delays in making your product available to customers through this exciting new venture.



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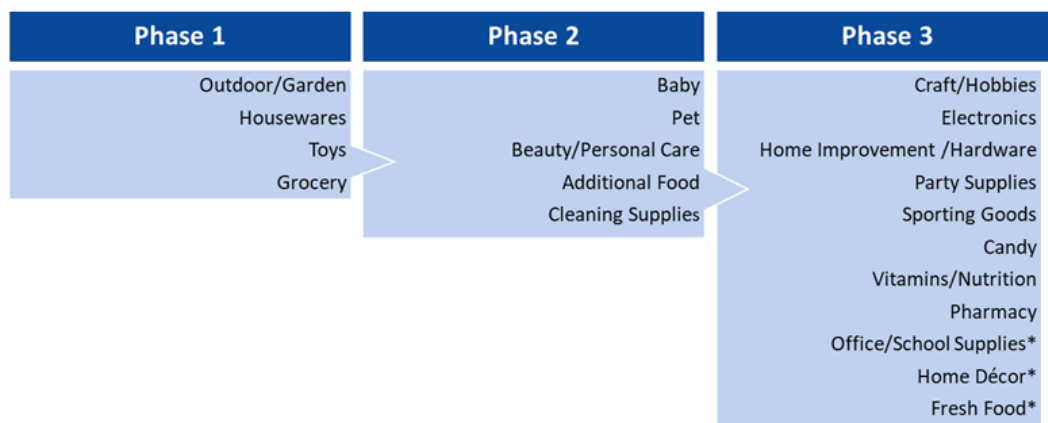
## Kroger Marketplace

In the fall of 2020 [Kroger Ship](#) expanded to offer an extended ship-to-home assortment through a marketplace offering of third-party sellers powered by [Mirakl](#), the leading software platform enabling B2C and B2B digital marketplaces. "Our customers are increasingly turning to our e-commerce solutions provided at Kroger.com for their grocery and household essential needs. To better serve our customers, we're continuing to invest in technology that enables us to expand our digital services to deliver anything, anytime, anywhere," said Jody Kalmbach, Kroger's group vice president of product experience. "Leveraging Mirakl's best-in-class marketplace solution, we are broadening Kroger's ship-to-home capabilities by offering more relevant products for our customers through exciting new partnerships with reputable third-party sellers."

Marketplace is an additional way for products to be sold on Kroger.com and provides ease for sellers to onboard their complete catalog of products without replacing existing relationships. Marketplace provides the flexibility for vendors, distributors, and brokers to expand their assortment and scale quickly.

## Kroger Marketplace Facts

- Kroger ranked #8 Top US Company, ranked by Retail eCommerce Sales, 2021 by eMarketer/InsiderIntelligence.com
- Kroger Digital Sales have grown 92% in the first fiscal quarter of 2021
- Over 300 3rd Party Sellers on the platform
- More than 220,000 new items available to Kroger Customers
- Working with and building a portfolio of partners to enhance our seller experience and accelerate growth including, ChannelAdvisor, Shopify, and Cymbio
- Grew from 4 open categories at launch to 20 open categories by the end of June 2021



For more information about Kroger Marketplace please contact the team:

[KrogerDigitalMarketplace@Kroger.com](mailto:KrogerDigitalMarketplace@Kroger.com)

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## 1WorldSync Image Shadowing

Kroger requires that images are hosted by Kwikiee, Syndigo or 1WorldSync. For those suppliers that don't host their images with one of the three Kroger approved image sources, suppliers are still able to upload their images in VIP and Item Management utilizing a 1WorldSync option called Image Shadow. This functionality is complimentary with a 1WorldSync Item Management or VIP subscription. If your company would like to participate, [click here](#) to sign the Image Shadow Request Form on the Kroger landing page. Please allow 1-2 business days following receipt of the Image Shadow Request form for this functionality to be enabled for your company.

The Image Shadow functionality is enabled for suppliers by creating an External File Link (EFL) row in their respective data pool for a Kroger item. The item is then published to Kroger's GLN. Publications to Kroger are directed to 1WorldSync's VIP Portal. When an EFL without a declared hosting location (Image Source = blank) for an enabled GLN arrives in VIP, a copy, or "shadow", of the image is retrieved and hosted in VIP by 1WorldSync. Note: It is very important when using this functionality that Image Source must be BLANK and not populated. Many large suppliers are currently using the Image Shadow functionality. If you have any questions, please contact the 1WorldSync Help Desk at 1-866-280-4013

**Note: Image Source is left blank on the EFL below.**

* Type of Information	Product Image
Uniform Resource Identifier	
Image Source	

**Note: When Image Shadow is enabled for this IP GLN, the hosted image has Image Source = 1WorldSync**

1WorldSync Hosted Image	
Your organization has opted into the 1WorldSync Image Shadowing capability to meet image has been uploaded to Kroger approved hosting service, 1WorldSync Digital Ass sent in a second External File Link with the following attribute values replaced (if pop	
Uniform Resource Identifier	https://dam.catalog.1worldsync.com/im/dwn/
Image Source	1WorldSync

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## Kroger VIP: Hierarchy Spreadsheet Data Loader (SDL)

Current VIP subscribers who are submitting product content to Kroger for a large number of items (more than 30), should use the Spreadsheet Data Loader (SDL) tool. In addition to using the Spreadsheet Data Loader to submit item specific information, you can also use this tool to submit your hierarchy information. To access the on demand training and request the SDL hierarchy capability, login to [1WorldSync Customer Community](#) and click the link below.

[Kroger VIP Hierarchy SDL – On Demand Training](#)

Below is an example of some of the Kroger hierarchy attributes:

**Kroger Hierarchy Data**

\* Primary Contact Name

\* Primary Contact Email

\* Primary Contact Phone  + ×

Supplier Hub VIP Key/DUNS No.

Additional Contact Name	Additional Contact Email	Additional Contact Job Role	Additional Contact Company Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Requestor of Item

Model GTIN Exists

Model GTIN

Supplier Comments

Distributor Name  + ×

Geographic Regions Items can be supplied to:

Geographic Regions	Distribution Type by Region	Division	First Available Date by Region (MM/DD/YYYY)	Kroger Dispatch Unit Initial List Cost	Hierarchy Level Product Type	Kroger Dispatch Unit Promotional Cost	Cost/Distribution Details	Transportation Options	Order Lead Time	Order Lead Time UOM
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

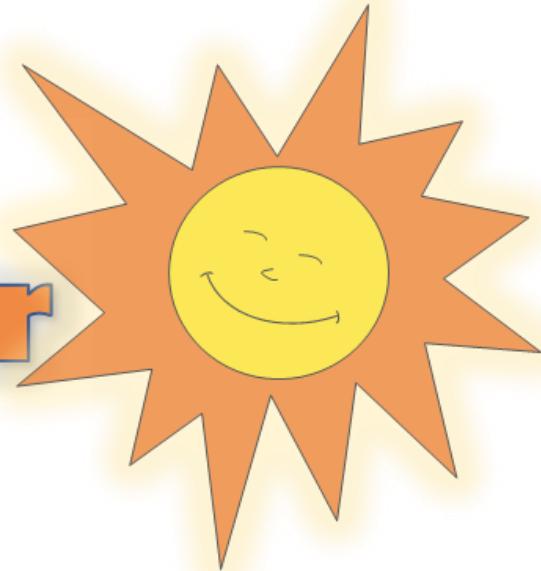
Select Region or "All Regions", Distribution Type and all applicable information then, click 'Add Row' (plus) icon.

GTIN	eCommerce Description	Product Type	Kroger Intended Sales Variant	Net Content & UOM - Vendor	Initial Corporate Avg List Cost	Promotional Cost	Scan Allowance	Manufacturer Suggested Retail Price	Manufacturer Suggested Retail Price Basis	Manufacturer Suggested Retail Price Basis UOM
00043000085387	Crystal Light Lemonade Naturally Flavored Powdered Drink Mix, 4 ct On-the-Go Packets [English]	PK	<input type="text"/>	0.56 [Ounce]	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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happy  
summer



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