



The Kroger Data Advantage



October 2019

Volume 1, Issue 9

We welcome your feedback at
ItemMDMVIP@kroger.com

Please include the word
'newsletter' in your subject
line.

Inside this issue:

Supplier Hub Updates **1**

2020 Labeling Law
Requirements **2**

Image Shadow
Functionality **4**

Image Validations in VIP **4**

SDL Hierarchy **5**

Contact Us:

**Supplier Engagement
Group (SEG)**
844-277-6165

VIP Option 1

Supplier Hub Option 2

1WorldSync Helpdesk
866-280-4013, option 8

What's New with Kroger's Supplier Hub

Making Sure your Orders go to the Right Place

In October, Supplier Hub updated its **Address Book** section to help ensure our Vendors' purchase orders are properly routed. If you're a Vendor or you are assisting a Vendor in the Supplier Hub, please take a moment to visit the new **Remit & Order Address Book** section to update the profile.

You may also check out the **Review and Submit** section to see if the **Order From** is already **Complete**, along with the rest of the profile.

Section	Status	Link
Organization	Complete	Click here For redirecting to the page
Categorization	Complete	Click here For redirecting to the page
Legal Information	Complete	Click here For redirecting to the page
Diversity	Complete	Click here For redirecting to the page
Organization Contact	Complete	Click here For redirecting to the page
Remit to address	Complete	Click here For redirecting to the page
Facility Address	Complete	Click here For redirecting to the page
Order From	Complete	Click here For redirecting to the page

New Item Set-up Validation - Update

Kroger began validating new retail item set up for compliance in [August of this year](#). Kroger is validating based on 5 different criteria of **vendor, facility and orderable item** compliance.

If there is an item setup **compliance error**, the Vendor will be notified with a ✓ by comments (1) with an accompanying message in the message center (2) providing detail on the set up error.

Home	Products	Spreadsheet	Message Center	Reports	My Account
Product Configuration Information Provider: In Process - Supplier Assigned To: Kroger CSC State: RECEIVED Publication Type: New					
Product Type	eCommerce Description Brand Name	GTIN(Global Trade Item Number)/Item Identifier	Target Market	Supplier Item Number	Number Contained
View Pallet			786 US		1
View Mod Pallet (Mixed)			788 US		9
View Each			040 US		4
View Each			881 US		4
View Each			340 US		4

Currently, the most common item setup **compliance errors** are due to an incomplete Supplier Hub profile.

To avoid interruption in new item set up, Vendors should check the **Review and Submit** section of their Supplier Hub profile today and be sure all sections of the profile are complete.

Also, be sure to submit your profile once all sections are complete, if your profile is not already approved.

New Labeling Law Requirements

On May 27, 2016, the FDA published final rules on the new Nutrition Facts label for packaged foods to reflect new scientific information, including the link between diet and chronic diseases such as obesity and heart disease. The new label will make it easier for consumers to make better informed food choices. The new label is already appearing on packages even before it is required to be used. Manufacturers with \$10 million or more in annual sales must switch to the new label by January 1, 2020; manufacturers with less than \$10 million in annual food sales have until January 1, 2021 to comply. Manufacturers of single-ingredient sugars such as honey and maple syrup and certain cranberry products have until July 1, 2021 to make the changes.

As of September 28, the following NEW validations will be required when the Kroger Intended Sales Variant (KISV) = TRUE and the Item Submission Reason Code is populated.

Measurement Precision of Number of Servings Per Package – Conditional when Nutrient Type Code and Item Reason Submission Code is populated.

Number of Servings Per Package – Conditional when Nutrient Type Code and Item Reason Submission Code is populated

Nutrient Format Type Code Reference – Conditional when Nutrient Type Code and Item Reason Submission Code is populated.

Below is where these nutritional attributes are located on the VIP UI.

Nutritional Claim Information:

* Type of Labeling	<div>NONE</div> <div></div>	<div>+</div> <div>×</div>
Product Classification	<div>Coffee/Tea</div>	
Ingredient Statement	<div></div>	<div>+</div> <div>×</div>
Component Link	View/Modify Attributes	
Food And Bev Preparation Info Link	View/Modify Attributes	
Number Of Servings Per Package	<div></div>	
Measurement Precision Of Number Of Servings Per Package	<div></div>	
Nutrient Information Link	View/Modify Attributes	
	<div><div>+</div><div></div><div>×</div></div> <div>Nutrient Format Type Code Reference Code</div> <div></div>	

Why must “added sugars” now be included?

The scientific evidence underlying the 2010 and the 2015-2020 Dietary Guidelines for Americans support reducing caloric intake from added sugars. In addition, it is difficult to meet nutrient needs while staying within calorie requirements if you consume more than 10 percent of your total daily calories from added sugars. If consumed in excess, it becomes more difficult to also eat foods with enough dietary fiber and essential vitamins and minerals and still stay within calorie limits.

New Labeling Law Requirements (continued)

Below is the NEW 2020 Nutritional label and What's Different from the previous label.

NEW LABEL / WHAT'S DIFFERENT

Servings:
larger,
bolder type

New:
added sugars

Change
in nutrients
required

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
<small>% Daily Value*</small>	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Serving sizes
updated

Calories:
larger type

Updated
daily
values

Actual
amounts
declared

New
footnote

What changes do Kroger suppliers need to implement to comply with the 2020 labeling changes? In addition to providing data for the NEW attributes in VIP, suppliers should be modifying their labels to meet the FDA requirements. Below is additional information pertaining to the FDA requirements.

1. Increase the type size for “Calories,” “Servings per container,” and the “Serving size” declaration, and bold the number of “Calories” and the “Serving size” declaration to highlight this information.
2. Update Daily Values for nutrients like sodium, dietary fiber and vitamin D based on newer scientific evidence.
3. Change Serving Sizes to be based on the amounts of foods and beverages that people are actually eating, not what they should be eating (1/2 cup of ice cream vs. 2/3 cup of ice cream)
4. For packages that are between one and two servings (such as a 20 ounce soda or a 15-ounce can of soup), the calories and other nutrients will be required to be labeled as one serving because people typically consume it in one sitting. Package sizes affect what people eat.
5. Declare the actual amount, in addition to percent Daily Value of vitamin D, calcium, iron and potassium.

New Labeling Law Requirements (continued)

6. Continue to require “Total Fat,” “Saturated Fat,” and “Trans Fat” on the label. “Calories from Fat” is being removed.
7. Require that “Added sugars,” in grams and as percent Daily Value, will be included on the label.
8. For certain products that are larger than a single serving but that could be consumed in one sitting or multiple sittings, manufacturers will have to provide “dual column” labels to indicate the amount of calories and nutrients on both a “per serving” and “per package/per unit” basis.

For additional information on the 2020 Labeling changes, please refer to the FDA website for updated information (<https://www.fda.gov/food/food-labeling-nutrition/changes-nutrition-facts-label>).

For those suppliers that don't want to upload their images in VIP, suppliers can utilize a NEW option, Image Shadow.

Image Shadow Functionality

The Image Shadow Functionality is enabled for suppliers by creating an External File Link (EFL) row in their respective data pool for a Kroger targeted 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.

Over 15 large suppliers have already participated in the Image Shadow functionality. If your company would like to participate, click [here](#) for 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.

Image Validations added to VIP

After a supplier successfully submits an item in VIP, the Kroger Digital Group is performing some additional validations to ensure that the images are compliant with specifications. In order to create a better user experience for suppliers and reduce some confusion, 1WorldSync added the validations below in the September 7 and 28 VIP Production releases. Please note that some of the validations added in the September 7 VIP release were updated in the September 28 release to align more closely with GDSN image specifications. All validations below are only valid when the following conditions are present: Type Of Information = Product Image, Intended Sales Variant = TRUE, Item Submission Reason Code is Populated; Image Source=1WorldSync; Image Facing is Populated and Image Background is Populated.

Image Validations (continued)

Kroger Image Attribute	Kroger Code	1WS Attribute Name	1WS XML Attribute Name	New specification as of a 9/28 VIP release	Validation in 9/7 VIP Release
Color Representation	IMP_COLOR_REP	File Colour Scheme Code	fileColourSchemeCode	Color Representation must be one of the following codes: CMY, CMYK, HMMMD, HSV, MONOCHROME, RGB, RGBA, UNSPECIFIED, YCBCR, HSL and HSB. (Includes GDSN spec)	Color Representation is required to be RGB.
File Type Extension	IMP_FILE_TYPE_EXT	File Format Name	fileFormatName	File Type Extension must be one of the following codes: PNG, JPG, JPEG, TIF or TIFF. (Includes TIFF files)	File Type Extension is required = PNG, JPG, JPEG or TIF.
PX Height	IMP_HEIGHT_PX	File Pixel Height	filePixelHeight	No change	Pixel Height or Pixel Width is required to be minimum of 1000
Resolution	IMP_RES_DPI	File Resolution Description	fileResolutionDescription	The X resolution and the Y resolution of File Resolution Description must be the same values AND both values must be equal or greater than 300 dpi.	File Resolution Description is required to be a minimum of 300dpi.
View Angles	IMP_VIEW_ANGLE	Image Facing	imageFacing	No change	Image Facing is required and must be one of the following: FRONT, BACK, TOP, BOTTOM, LEFT, RIGHT, FRONT TOP, FRONT RIGHT or FRONT LEFT.
PX Width	IMP_WIDTH_PX	File Pixel Width	filePixelWidth	The X resolution and the Y resolution of File Resolution Description must be the same values AND both values must be equal or greater than 300 dpi.	Pixel Height or Pixel Width is required to be minimum of 1000
Background	IMP_BACKGROUND	Image Background	imageBackground	No change	Image Background required = WHITE or TRANSPARENT















NEW SDL Functionality

In the VIP Production Release on Sept. 7, the Hierarchy attributes were added to the SDL. Since this is a more complex SDL process, a complimentary 1.5 hour training is required for authorization to use the NEW Hierarchy SDL functionality. Currently, over 200 suppliers were trained on this NEW VIP functionality on September 12 and September 23. Additional training sessions have been scheduled for October 24 and November 12. More training sessions will be added in the future. Please sign up on the Kroger landing page.

Quarterly GDSN Release

There will be a quarterly GDSN release on October 26. More information on the attribute, valid value and validation changes are located under the Future Release section on the 1WorldSync landing page.

Implementation

▶		Data Loading & Maintenance	
▶		Attributes, Validations & Code Lists	
▶		Machine to Machine (M2M) Messaging & Connectivity	
▶		Current Release Information	
▼		Future Release Information	
		IM 8.11 Release (Pre-Production October 11, 2019; Production October 26, 2019)	
		IM 8.11 Release Validations Document.xlsx	09/16/19 
		IM 8.11 Release Participant Dictionary.xlsx	09/16/19 

The Kroger Company

1014 Vine St.
Cincinnati, OH
45202

Phone: 844-277-6165, option 1
Email: ItemMDMVIP@kroger.com

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



Next Newsletter Issue: December