



# The Kroger Data Advantage



July 20th, 2018

To Our Valued Suppliers

Volume 1, Issue 3

We welcome your feedback at [ItemMDMVIP@kroger.com](mailto:ItemMDMVIP@kroger.com) Please include the word 'newsletter' in your subject line.

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Questions on these topics or the data score-card?

### Webinar Dates

July 24th, 1pm-2pm

July 26th, 2pm-3pm

Register [Here](#)

## August VIP Release: Proposition 65

Proposition 65 requires businesses to provide warnings to Californians about significant exposures to chemicals that cause cancer, birth defects or other reproductive harm.

There are new regulations around labeling, signage, and product information that take effect August 30th, 2018. For these regulations, we are adding three new required attributes to VIP with the release on August 11th.

1. Proposition 65 Eligible: Is your product eligible for Proposition 65 labeling/warnings? This is a yes/no question.

If a supplier answers yes to that question, they will need to answer the next two.

2. Proposition 65 Warning Label: Does your product have a warning label for Prop 65 printed on the package? This is a yes/no question.
3. Proposition 65 Warning Notice: Regardless of whether the warning is printed on the package or not, we need you to provide the exact warning for your product.

Please adhere to the formatting recommended by the Prop 65

website (<https://www.p65warnings.ca.gov/sample-warnings-and-translations-businesses>) and do not use the short form formatting. We will be using this warning online with the product in the future and want to make sure we have the full details.

If Prop 65 does not apply to your product, answer no to the first question and move on. This will be a required attribute for all sellable units, regardless of department or class.

For questions, please contact the Supplier Engagement Helpline at 844-277-6165, option 1

Ref #	Kroger Business Attribute Name	Business Definition
4056	Proposition 65 Eligible ( <a href="https://oehha.ca.gov/proposition-65/proposition-65-list">https://oehha.ca.gov/proposition-65/proposition-65-list</a> )	Does this product require a warning label pursuant to the State of California's Proposition 65? ( <a href="https://oehha.ca.gov/proposition-65/proposition-65-list">https://oehha.ca.gov/proposition-65/proposition-65-list</a> )
4057	Proposition 65 Warning Label	Is the State of California Proposition 65 warning label on the product or package?
4058	Proposition 65 Warning Notice	Please identify the Proposition 65 warning that should be used for your product.

## Marketing Message

As we move forward with more and more of a digital presence, one of the key attributes to share online is the Marketing Message (may also be referred to as romance copy) because it tells the story about the product. We'd like to provide some guidelines to craft a good message.

Make sure the Marketing Message is updated in GDSN/VIP

with the latest and greatest version. It should be 2-3 sentences long or about 300-400 characters about the product. This should give customers a quick glance of the key features and benefits of the product and not be about the brand or manufacturer. The Marketing Message should be most similar to the long description on the packaging/label and should

appear as close as possible to what is on the package so that there is not a disconnect between messages to the consumer. It should exclude the brand website, phone number, and address.

The most important thing about the Marketing Message is that it should be about the specific item and not about the overall brand.

Consumer Unit Item Description	Marketing Message	Ex.
OYSTER CUP	OYSTER CUP	Bad
12 OZ BEEF GRAVY	Kroger	Bad
28 OZ COCOA CRUNCHIES CEREAL	"KROGER"	Bad
KRO MARSCHNO CHRS W STEM	Red Whole Cherries are produced from light, sweet cherries that have been harvested, cleaned, and placed in a brine solution. After brining, the cherries are sorted by size and pitted, if required, then packed into jars, along with flavored syrup. The product is vacuum sealed and pasteurized to ensure the safety of the finished product.	Good



Simple Truth Organic Strawberry Fruit Spread



Kroger Vanilla Ice Cream

**A good description tells the customer the basics about the product, whether spelled out or abbreviated.**



KRO OF 100% WHL GRN OATS

### Item Descriptions

Within the Vendor Item Portal, there are two key fields that drive description, E-commerce Description (Product Description in GDSN) and Consumer Unit Item Description (or Dispatch

Unit Item Description on the case). Each of these have a key role downstream and there are best practices for each listed below.

The E-commerce Description is also known by the product name to our digital team, so you may hear requests to improve the product name as well as e-commerce description.

### E-Commerce Description (Product Description)

The E-commerce Description should accurately describe the product for online channels. The ideal length is between 20-40 characters with a maximum length of 100 characters.

ing Camel Casing: Each Word in the Description is Capitalized (excluding the words the, in, with, and, for).

**Incorrect** Example: Fruit Spread Strawberry Organic Simple Truth

Avoid special characters aside from the ampersand (&), trademarks, or apostrophes. Do not include bonus offers like 25% more free. Make sure to capitalize us-

For products with a longer description, the general structure is: Brand > Product Line(s) > Important Descriptor (if applicable) > Flavor and/or Product.

For products with a shorter description, the general structure is: Brand > Flavor and/or Product

**Correct** Example: Simple Truth Organic Strawberry Fruit Spread

**Correct** Example: Kroger Vanilla Ice Cream

**Incorrect** Example: Kroger Ice Cream Vanilla

Kroger Selects Chicken Apple Sausage Egg & Cheese Croissant  
9.82 oz  
UPC: 0001111087024  
Select a store to view price  
Add to List

ClickList  
Order Online... PICK UP at Store.

### Consumer Unit Item Description (Dispatch Unit Item Description on the case)

The Consumer Unit Item Description is required at every level of the hierarchy flagged as a consumer unit and the Dispatch Unit Item Description is required at every level marked as a dispatch. The Consumer Unit Item Description should describe the product for shelf tags, and there is a 25 character limit, so use logical abbreviations. Other important guidelines

are that display items should include the display type (ie. PLLT for pallet), all caps are permitted, and spaces count for number of characters. DO NOT include net content as this comes from another field.

**Correct** Example: KRO OF 100% WHL GRN OATS

**Incorrect** Example: KRO OTS

**Correct** Example: MIKE'S 6 CT BUTTER POPCORN

The general structure is: Brand > Sub Brand (if present) > Count in the package (if relevant) > Important Descriptor > Product

**Incorrect** Example: MIKE'S BEST POPCORN BUTTER TOPPED WITH THE FRESH-EST INGREDIENTS EVER

### How the Kroger Family of Brands Uses Your Data

MDM (Master Data Management) is a robust database that receives all of the items submitted into the Vendor Item Portal (VIP). It averages 2000 messages per day, 14K per week and has over 565,000 GTINs in MDM loaded from VIP!! So what do we do with all this data?

#### We use it in E-Commerce channels.

- ◊ Images, Nutrifacts, and Ingredient Statements are found on ClickList.
- ◊ Lifestyle and health drivers like Gluten Free/Organic/Non-GMO/Live Naturally are indicated on the page where applicable.

◊ Item Dimensions and weights are used in ClickList operations.

#### We use it on Shelf-tags, Digital Shelf Edge, and In Store.

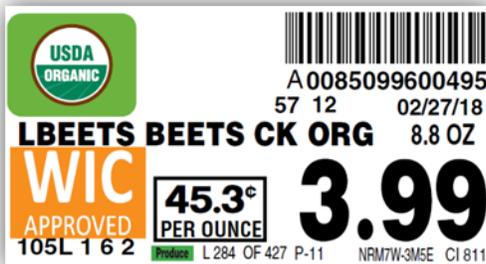
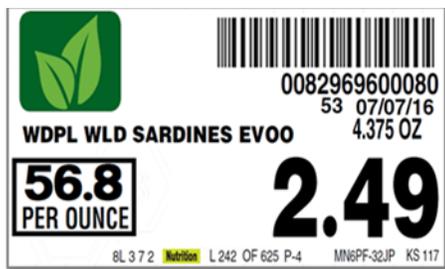
- ◊ Lifestyle and health drivers like Gluten Free/Organic/Non-GMO/Live Naturally flow directly from MDM to tags in store
- ◊ Images for Compass and shelf tags
- ◊ WIC designation flows from MDM to stores
- ◊ There are certain attributes that drive item hierarchy within the store. For example, Wild-Caught vs. Farm-Raised seafood or USDA Grade for choice, select, and prime.

◊ Allergens provided in VIP flow to the scale labels on in store made and packaged items.

◊ We identify key Ingredients for merchandising teams so they can make business decisions. Some examples are partially hydrogenated oils (PHOs), azodicarbonamide (ADA), and trans-fat.

#### Keeping supplier contact information (Name, Phone #, and Email) is key to receiving communications such as this newsletter!

* Primary Contact Name	Ann Korte
* Primary Contact Email	ann.korte@kroger.com
* Primary Contact Phone	513-555-1234



### What's the difference between a GTIN and a UPC?

The Global Trade Identification Number (GTIN) is a globally unique 14-digit number used to identify trade items, products, or services. The GTIN is made up of your GS1 Company Prefix (which can be anywhere from 6 to 10 digits) and the number that you have assigned to that unique product, plus a check digit calculated from

the previous 13 digits. The GTIN can refer to any level of the hierarchy.

The Universal Product Code (UPC) is also known as a GS1-12, or UPC-A code, and is 12 digits long. It mirrors the GTIN by also including the GS1 Company Prefix and the number that you have assigned to that unique

product, plus the check digit. The first two leading zeroes are removed from the GTIN to form the UPC. The UPC refers only to the consumer level of the hierarchy. It's usually recognized as the number portion on a scannable barcode, as you see to the right.



## The Kroger Company

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



# VIP Update

For the August release (8/11/18) we will start making the Attribute Spreadsheet available outside of the Vendor Item Portal once again. It will be found on the Kroger landing page (<https://www.1worldsync.com/community/customers/kroger/>) under Quick Links on the right hand side of the page, about half way down. For the time being, we will also keep it as a link inside VIP, which will redirect to the external link. This should make it easier to use as a reference document without having to log in to VIP.

## How to Corner – Division Request vs. Corporate Request

Have you been asked by a category manager (CM) to send submit an item as a corporate request, and you don't see it as an option in VIP?

The item submission reason codes are designed to indicate the reason for being of an item—pack change, add division, etc. They help drive how an item is received by the CM, and some of it is happening in the background!

A CM only sees two options for submission, division request or corporate request because they indicate who should be reviewing the item,

the division person or the corporate person.

The reason codes in VIP are triggering other things within the front end item setup application (Venus) for the CM. For example, the pack change will open up the change tab on the CM's side with the old and new pack displayed as well as the old and new case GTIN.

The best rule of thumb is that if a division person makes the request, and it's only going to one division, select 'division request' as the item submission reason code in VIP. This sends it to Venus as a division request. All other

item submission reason codes go to Venus as a corporate request.

It's still important to select the right reason code to drive the other things happening in the background, but this way you will understand when a CM asks for a corporate request.

This also holds true for 'division request' vs. 'add division.' The division request is intended for a division person and can only have one division with it. Add division is a request from the corporate CM and can have multiple divisions attached at the same time, based on what they request.

Request Type

Venus

DIVISION REQUEST  
NEW ITEM  
REUSABLE SHIPPER  
ADD DIVISION  
PACK CHANGE  
SIZE CHANGE  
CASE GTIN CHANGE ONLY  
KROGER NET CONTENT CHANGE NO NEW GTIN  
DISTRIBUTOR CHANGE  
CATALOG CHANGE  
DESCRIPTION CHANGE ONLY  
BRAND NAME CHANGE  
CORPORATE BRANDS SUPPLIER CHANGE  
FORMULATION CHANGE W/CONSUMER GTIN CHANGE  
CUSTOMER REQUEST  
SOURCE TRANSFER  
MANUFACTURER BUYOUT  
3RD PARTY PALLET ITEM CONTAIN SETUP ONLY  
PACK CHANGE CORRECTION (WITHOUT GTIN CHANGE)  
DIMENSION CHANGE

VIP

Any questions on this or any other topic in the newsletter, please email the SEG team at ItemMDMVIP@kroger.com Please include the word 'newsletter' in your subject line.