

Kroger Item MDM/VIP

10-Steps to Supplier Success with Kroger

LEARN

1. Download the Product Class Release Schedule For: Kroger Item MDM/VIP

- Located in the “Quick Links” section of the Kroger page ([here](#)).
- The schedule indicates when the VIP opens for each class and also when the class will move to the MDM.

2. Review Training Resources and Register for Training

- Learn more about available training located in the “Training & Education” section of the Kroger page ([here](#)).

3. All Items must be GTIN Compliant. For details go to www.gtin.info

PLAN

4. Determine How Your Company Will Communicate Product Information to Kroger.

In the near future, all suppliers will ONLY be able to submit 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>

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 IPGLN and data contact name(s) and contact information to ItemMDMVIP@kroger.com.

6. Review Attribute Requirements

- Download the [Kroger Attribute Sheet](#) in “Quick Links” section ([here](#)) to understand required Item information for each class.

EXECUTE

7. Review and return the “Item Confirmation Report” to update current and deleted products sold to Kroger

- This report will be sent by ItemMDMVIP@kroger.com.
- Respond to this email with necessary Item information and indicate Items no longer available that should be deleted.

8. Register for the VIP

- VIP registration is required for all Kroger suppliers. New subscribers: [Register for VIP](#) on the Kroger page ([here](#)).
- You need your company’s IPGLN to register for the Kroger VIP. Get help at 1WorldSync Business Support Services (below).
- If you have an existing subscription to the 1Worldsync data pool, you may register for the Kroger Vendor Item Portal (VIP) at any time, without any additional cost. All other suppliers are required to register for a nominal annual access fee.

9. Submit Item(s) via the VIP!

- If you use a GDSN data pool (preferred), publish your Items to Kroger, then complete the Item setup by clicking the **Log into VIP** button on the Kroger page ([here](#)).
- If you do not use a GDSN Data Pool, you can also submit the entire Item information data via the VIP.

10. 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 Contact Center:

⇒ email: TechnicalSupport@1WorldSync.com phone: 1-866-280-4013 Opt2, Opt2. Hours: 8AM to 8PM ET Mon-Fri.

For VIP or 1Worldsync [registration questions](#) contact the 1WorldSync Business Support Services:

⇒ email: BusinessDevelopment@1WorldSync.com phone: 1-866-280-4013 Opt2, Opt1, Hours: 8AM to 8PM ET Mon-Fri.