

## FAQ: The Kroger Item API (KIA) Strategy

### What is The Kroger Item API (KIA)?

The Kroger Item API (KIA) is a streamlined and unified approach to product data submission for Consumer Packaged Goods (CPG) companies and trading partners. KIA enables seamless item syndication through relationships with leading data service providers, improving the quality, speed and efficiency of data management.

### What are the Capabilities of KIA?

**Direct Data Syndication:** Moving forward, Kroger will now offer three options – Syndigo, 1WorldSync and Salsify for direct data syndication for CPGs.

**Certified Data Providers:** CPGs can select from Syndigo, Salsify or 1WorldSync to syndicate product data, choosing the provider that best fits their needs.

#### **Enhanced Speed and Efficiency:**

- Data requirements simplified by reducing attribution needs by 45%.
- Speed to web improved from up to two weeks to just 48 hours.

**Centralized Data Management:** A single point of data ingestion ensures product information is timely, accurate, and easily accessible.

**Improved Autonomy for CPG:** CPGs have greater control over item presentation, allowing tailored branding and marketing within Kroger's framework.

### What is the Relationship Between KIA and VIP?

Historically, CPG companies and trading partners submitted product data to Kroger through the Vendor Item Portal (VIP). While VIP remains a tool in use, the introduction of KIA expands submission options and introduces the future strategy for item data syndication moving forward at Kroger.

**\*\*Please Note:** *Our Brands* suppliers may only use Syndigo at this time.

### Why the Change to KIA?

The Kroger Item API strategy and move to KIA represents a commitment to

**Enhancing the Data Submission Experience:** By working together with three industry leaders, Kroger simplifies and modernizes data submission.

**Boosting Data Quality and Freshness:** Ensuring accurate, timely updates benefit both CPGs and Kroger customers.

**Reducing Barriers for CPGs:** Offering multiple syndication options lets companies align submissions with their internal systems and processes.

## FAQ: The Kroger Item API (KIA) Strategy

### What Does KIA Enable for CPGs?

**Choice of Syndication Partner:** CPGs can choose the most suitable certified provider (Syndigo, Salsify, or 1WorldSync) for their data management needs. NOTE: Syndigo is the only available option for *Our Brands* suppliers at this time.

**Faster Data Integration:** Accelerated timelines for getting product information live (as fast as 48 hours).

**Simplified Requirements:** A significant reduction in attribution requirements, making data preparation more manageable.

**Autonomy Over Item Presentation:** Control over branding and marketing of product listings while adhering to Kroger's standards.

### How Do CPGs Syndicate with KIA?

Follow these steps to syndicate with KIA:

1. **Select your preferred Data Provider:** Choose from Syndigo, Salsify, or 1WorldSync.

- Syndigo: <https://syndigo.com/kroger/>
- Salsify: <https://www.salsify.com/retailers/kroger-api> and select "Request Demo"
- 1WorldSync: [hello@1worldsync.com](mailto:hello@1worldsync.com)

2. **Engage with the Providers:** Reach out to the preferred providers to discuss your company's options and their unique offerings, capabilities and support options. Once you've reviewed your options, select the choose your data provider that best suits your needs.

3. **Begin Syndication:** Work with your provider to ensure seamless data submission and integration with Kroger's system.

### As a CPG, What Should I Do Next?

Kroger is looking forward to introducing our new data providers to suppliers and ask that you take swift action to begin selecting your preferred provider. To assist you in selecting the best provider for your business, we encourage you to reach out to the data providers directly for detailed information on their offerings, capabilities, and support options. They can provide insights to help you make an informed decision tailored to your data management requirements.

**NOTE:** The following commodities cannot yet change their current item setup process. We are actively working to include these commodities soon and will communicate to these suppliers once you're able to select a provider.

**Tobacco**

**Prescription drugs**

**Starbucks**

**Lottery**

**Gift Cards**

**Greeting Cards, books and magazines** (new items only. Updates CAN use any of the three vendors)

## **FAQ: The Kroger Item API (KIA) Strategy**

### **VIP Deprecation Target Timeframe**

While an exact date has not yet been determined, Kroger aims to decommission VIP in Q1 of 2025.

### **Is There an Advantage to Using One Data Provider Over Another?**

The decision of which data provider to choose is solely up to you, the supplier, based on your business processes and needs. To assist in your decision, directly connect with all three data providers for detailed information on their offerings, capabilities, and support options. They can provide tailored insights to help you choose the best partner for your requirements.

### **Is There a Cost for Using KIA?**

Each data syndication provider sets their own pricing. This is something you should discuss directly with them as you decide which provider to pursue.