FAQ: The Kroger Item API (KIA) Strategy

I currently have read-only access to the Vendor Item Portal (VIP) within the Product Introduction (PI) application. What is the best way to proceed with setting up a new item or updating an existing item?

Have you engaged with a KIA Data provider (Syndigo, Salsify, or 1WorldSync)?

If **yes,** please work with your CSP to continue using KIA.

If **not**, please select your preferred data provider:

- **Syndigo** [CES]**:** https://syndigo.com/kroger-program/

- **Salsify** [PXM]: https://www.salsify.com/retailers/kroger-api *(select "Request Demo")*

- **1WorldSync** [Item Management]: https://1worldsync.com/trading-partners/kroger-api/

NOTE: Kroger Our Brands and *Harris Teeter items* can only be syndicated using Syndigo at this time, *excluding General Merchandise and Floral.*

A new item or item with a reason code was previously submitted in the Vendor Item Portal (VIP) within the Product Introduction (PI) application, and an IMF was created but remains pending approval or rejection. How should I proceed?

- **IMF In Process:** The CPG primary contact will receive an email notification from Kroger once the IMF is approved or rejected.
- **If the IMF Is Rejected:**
    - The CPG should resume setting up the item using their KIA data provider of choice.
    - If needed, the item record can be exported from VIP.

How should I escalate unresolved questions related to VIP deprecation?

This escalation path is intended for urgent VIP deprecation–related questions that have an immediate business impact (ex: Merchandising urgency: Category Manager needs the item setup asap to sell at Kroger).

- **Email** Legacy_Deprecation_Support@kroger.com
    - Email must include:
        - CPG/Supplier/Brand Name
        - Information Provider GLN
        - Direct point of contact
        - Summary of question/concern

- Visit Kroger's VIP Deprecation Office Hours held **every Wednesday from 1-2pm EST starting on 1/21 through April 2026**. For meeting details, please refer to the email which you should have received from Legacy_Deprecation_Support@kroger.com.

What are the timelines for transitioning from VIP to the Kroger Item API (KIA)?

VIP Deprecation Plan

- **March 1, 2026:** VIP becomes *read-only*
- **April 1, 2026:** VIP **access disabled**

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 for item **updates.**

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 partners have shared product data with Kroger through the Vendor Item Portal (VIP). As Kroger enhances how item data is submitted and managed, KIA now represents our primary method for

delivering product information to Kroger. VIP is planned to retire in April 2026 as it is no longer part of Kroger's long-term strategy.

KIA enables a more efficient, accurate, and connected way to provide the item data needed to support our shared business.

Moving to KIA helps ensure partners maintain smooth and timely item setup and avoid potential delays that could impact product availability or selling with Kroger.

***NOTE: Kroger Our Brands** and **Harris Teeter <u>items</u>** can only be syndicated using Syndigo at this time, excluding General Merchandise and Floral.*

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.

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-program/**

- **Salsify: https://www.salsify.com/retailers/kroger-api** *(select "Request Demo")*

- **1WorldSync: https://1worldsync.com/trading-partners/kroger-api/**

NOTE: Kroger Our Brands and Harris Teeter items can only be syndicated using Syndigo at this time, excluding General Merchandise and Floral.

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 choice of 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.

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

1. Tobacco
2. Prescription drugs
3. Starbucks
4. Lottery
5. Gift Cards
6. Books, Magazines & Greeting Cards
7. Adult Beverages
8. Meat/Seafood (Random Weight)

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 up their own pricing. This is something you should discuss directly with them as you decide which provider to pursue.