

Kroger Vendor Item Portal (VIP) Requirements

As the manufacturer/brand owner of product distributed through DPI Specialty Foods to Kroger, it is important for you to understand your requirements and what is expected of your organization.

Failure to comply will result in your items not being sold to Kroger.

All manufacturers supplying product to Kroger stores (either direct or indirect)

- **MUST** participate in the GS1 Global Registry
- **MUST** be GTIN compliant (case, inner pack, consumer unit) if all apply – minimum requirement is case GTIN and consumer unit GTIN
- **MUST** register for the Kroger Vendor Information Portal (VIP)
- Are **RESPONSIBLE** for providing accurate product data either through GDSN (recommended) or directly into the Kroger Vendor Information Portal (VIP).

Please go to: www.1worldsync.com/kroger to read and understand this project. You will work with 1WorldSync to get registered for the Kroger Vendor Item Portal (VIP) and to complete the training required to ensure you are trained and ready for implementation.

Costing, promotions, SRU etc...will still be generated by DPI as it is today through a **modified version of the IMF process and through Demand Tec.**

Visit the [Kroger / 1WorldSync webpage](#) for more information about registering for the Vendor Item Portal (VIP) – the tool for item submission. **Be sure to allow sufficient time (at least a week) for your company's registration request to process and receipt of access information.** Still have questions?

For questions regarding Registration for Kroger's Vendor Item Portal (VIP), contact 1 World Sync:

Email: KrogerRegistration@1worldsync.com

Phone: 866-280-4013, Option 8

For questions regarding Item Entry, contact the Supplier Engagement Group:

Email: ItemMDMVIP@kroger.com

Phone: 844-277-6165, Option 1