



STEP BY STEP GUIDE

Kroger Item API

Ensure you have attended the Kroger API training webinar. This will give you start-to-finish tips on making sure your items shine on Kroger.com.

[Register Now](#)



Prepare Your Items

All items must undergo a manual quality assurance (QA) process to ensure compliance with the Kroger Style Guide before submission via the Kroger API. This process ensures your items are fully optimized and ready for Kroger.com.

[View Kroger Style Guide](#)

How To Use This Guide

Click the arrows in the bottom right corner to advance to the next page.

There are 7 total steps as well as some advanced notes to ensure your items are all set to be syndicated via the API.

Table of Contents

1. Apply Playlist
2. Item Details
3. Verify Updates
4. Style Guide Compliance
5. Submit to QA
6. Confirm Items
7. Publish
8. Advanced Notes
9. FAQ (Coming Soon)

[Go to Step 1](#)

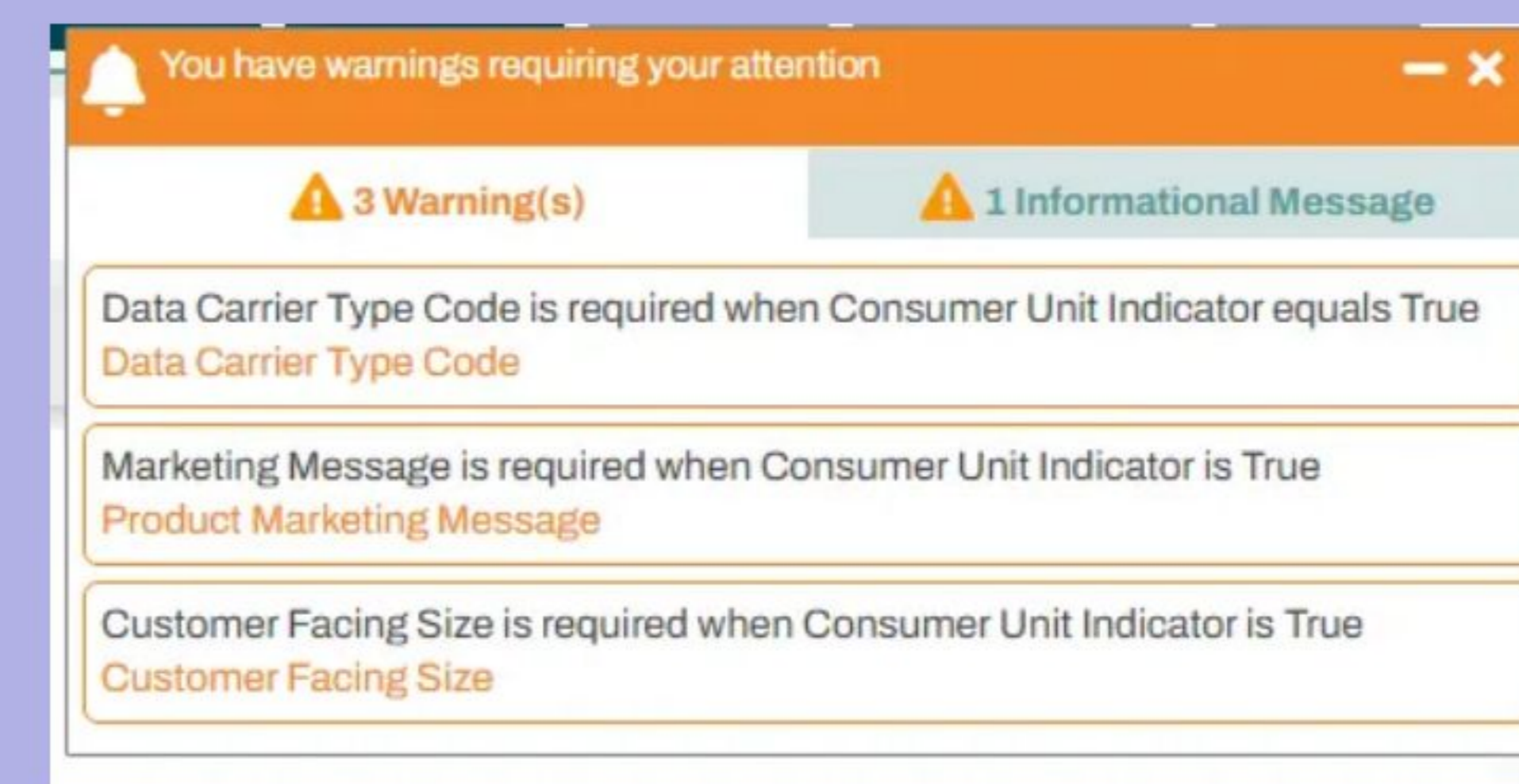
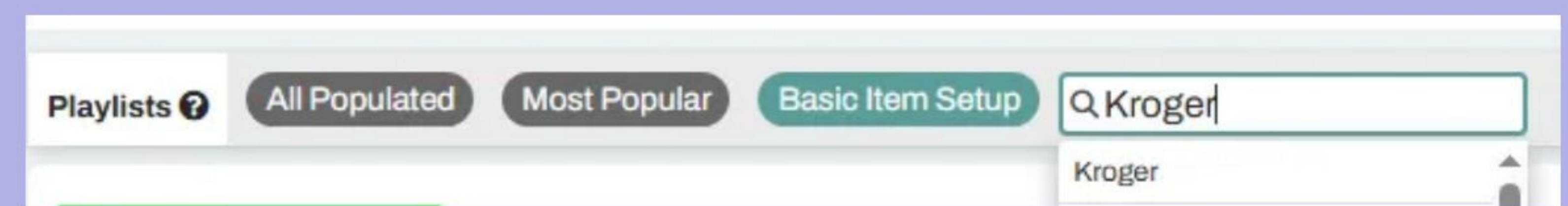


STEP 1

Apply Playlist

Apply the Kroger Playlist at Every Level of the Hierarchy

1. Save and validate (this will check for Kroger-specific attributes and validations).
2. Start with lowest level of hierarchy
3. Correct any errors or warnings shown in the growler message

[Next Step](#)

STEP 2

Item Details

On Publish Level (highest level of hierarchy)

1. Search for Potential Published Item Level
2. Set Potential Published Item Level to "True."
(This allows you to populate the Kroger Intended Sales Variant.)
3. Enter all Kroger Intended Sales Variant data.
4. Add Primary Contact details (name, email, phone) and DUNS Number.
5. Enter Kroger Regions data
6. Save and validate

The screenshot displays the 'Item Attribute Sets' interface for 'RxSugar Stix Thirty Stick Pa'. The 'Potential Published Item Level' is set to 'True'. The 'Kroger Hierarchy' section is expanded, showing a table with columns for 'Item Consumer Units', 'Kroger Intended Sales Variant', 'Initial Corporate Avg List Cost', 'Promotional Cost', 'Scan Allowance', 'Manufacturer Suggested Retail Price', and 'Manufacturer Suggested Retail Price Basis'. Below the table, there are input fields for 'Primary Contact Name', 'Primary Contact Email', 'Primary Contact Phone', and 'Supplier Hub VPK/DUNS No'.

Item Consumer Units	Kroger Intended Sales Variant	Initial Corporate Avg List Cost	Promotional Cost	Scan Allowance	Manufacturer Suggested Retail Price	Manufacturer Suggested Retail Price Basis
008000917024	YES	21.95	19.99		24.99	EACH

Next Step

STEP 3

Verify Updates

Verify that the updates were successful in the Worklist.

Next Step

STEP 4

Style Guide Compliance

Ensure the following 6 key eCommerce attributes comply with the [Kroger Style Guide](#):

- Brand Name
- Product Description
- Marketing Message
- Feature Benefits
- Customer-Facing Size
- Product Image(s)

Next Step

STEP 5

Submit to QA

Submit Items for QA

1. Select ready items from the search results
2. Click “Publish” and enter the “Kroger API Certification Queue” GLN – 0838016000123

Enter search parameters to refine search All 22 items have been selected. Showing 1 to 22 of 22 Matches

Filtered by: [Simple Search](#) [Discontinued Items](#)

Item ID	Item Name	Information Provider Name	TM	Type	GPC	GPC Description	Brand Name	Status	Last Modified
0080000173024	RxSugar Sweetly Six Carton 11oz	Product Demo TS	US	EA	1000043	Sugar/Sugar Substitutes (Shelf Stable)	RxSugar®	✓	05/29/2025
0080000173072	RxSugar Six Thirty Stick Pack Carton	Product Demo TS	US	CA	1000043	Sugar/Sugar Substitutes (Shelf Stable)	RxSugar	✓	05/29/2025
00838016007239	WorldSync Granny Granola	Product Demo TS	US	EA	1000087	Cereal/Muesli Bars	WorldSync	✓	05/29/2025
0080000173090	RxSugar Mini Brownie Sweetly Six	Product Demo TS	US	EA	1000045	Chocolate and Chocolate/Sugar Candy Confectionery	RxSugar	✓	04/01/2025

Publish Step 1 of 2: Select Recipients

Publish 22 items to:

Recipients Recipient Lists

Q Certifica

0838016000123 - Kroger API Certification Queue

Add

Remove

Q Search selected recipients

0838016000123 - Kroger API Certification Queue

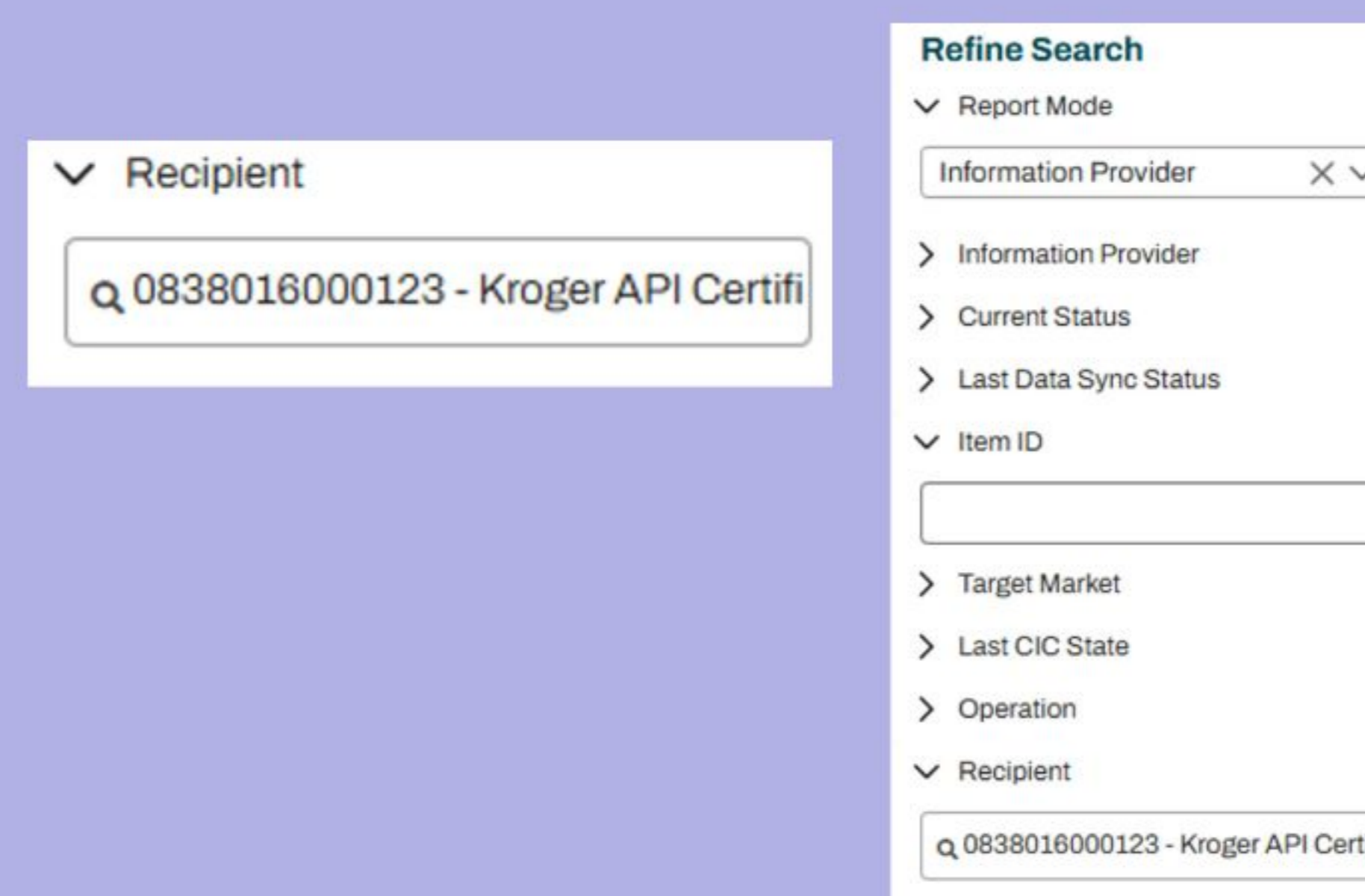
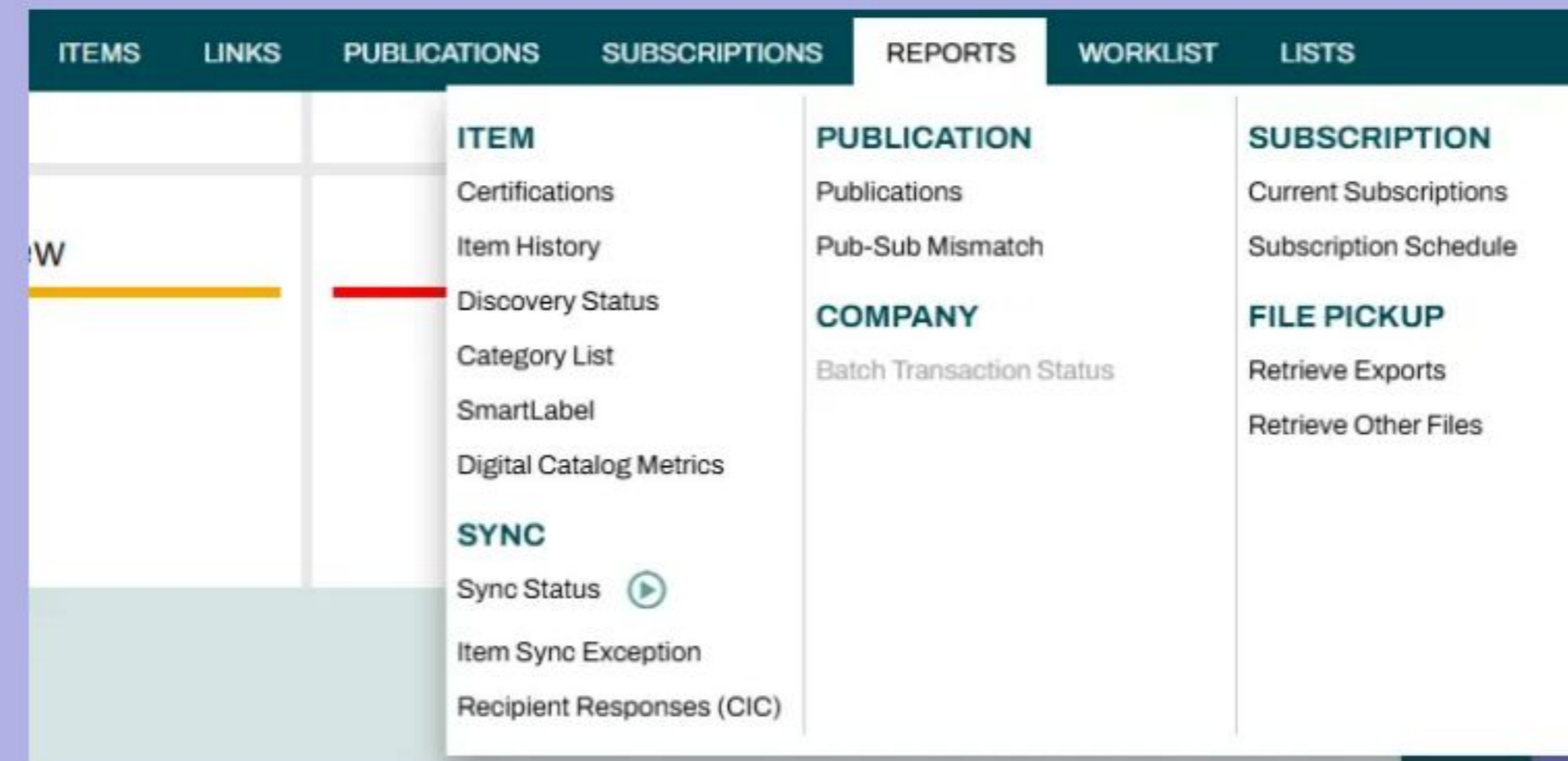
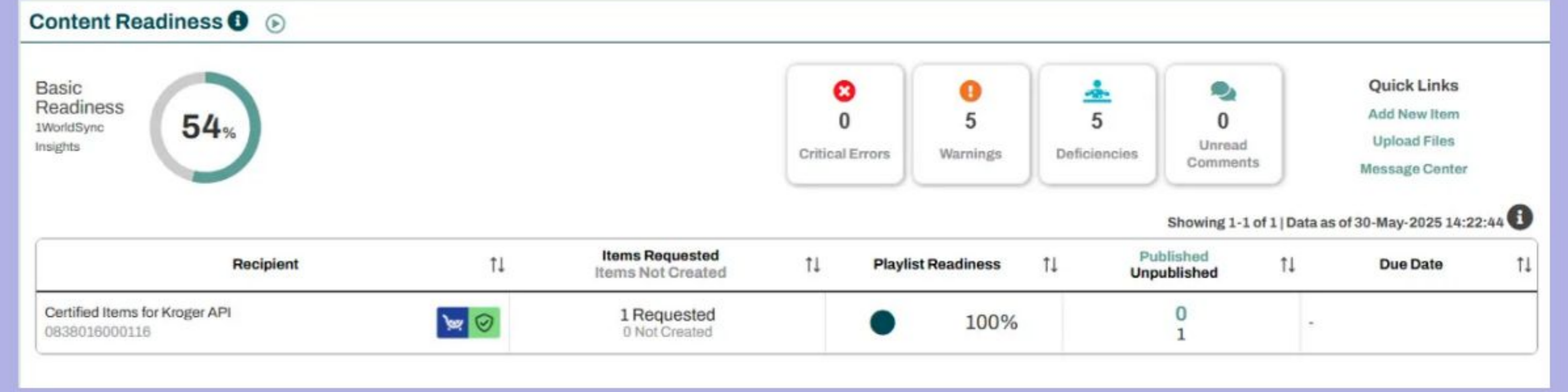
Next

Next Step

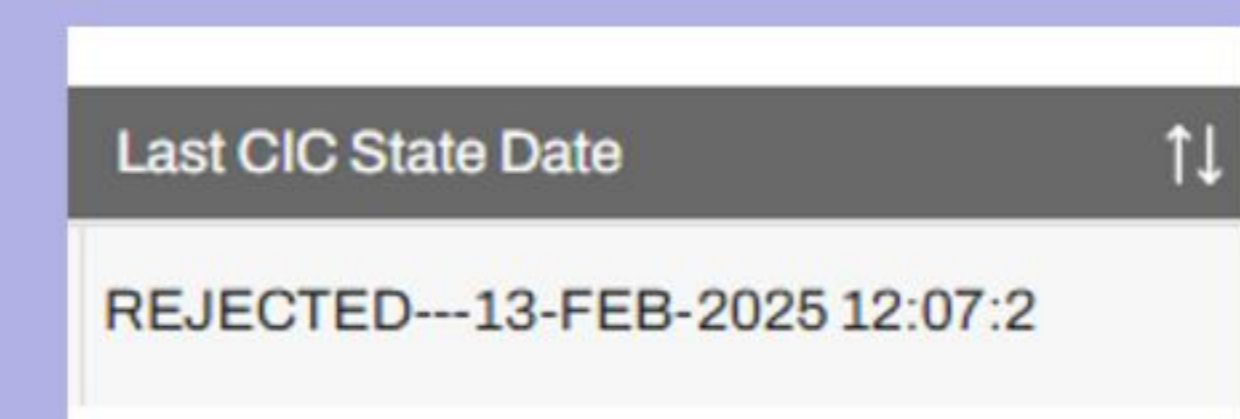
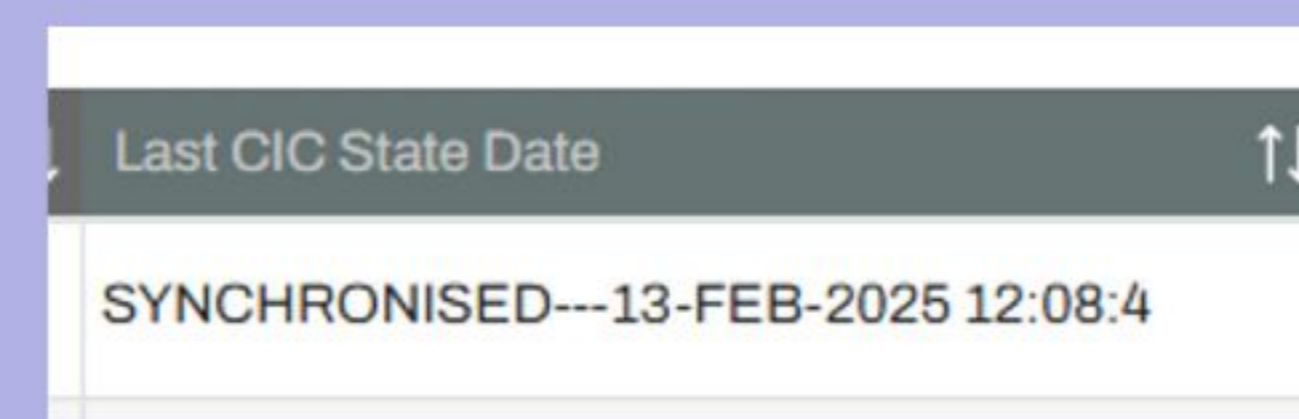
Confirm Items

Confirm Certified Items

- Items passing the QA process, and ready to publish to the Kroger API, will be reflected in Content Readiness under “Certified Items for Kroger API” – GLN 0838016000116
- A Synchronised CIC will also be sent from the Certification Queue GLN and can be confirmed by:
 - Clicking on “Reports” > “Sync Status”
 - Using the “Recipient” filter enter the “Kroger API Certification Queue” – GLN 0838016000123
 - Confirm a “Synchronised” CIC
 - Items that failed the QA process will not reflect in Content Readiness and will receive a “Rejected” CIC and may accompany additional feedback for corrections
 - If an item fails QA, review the corresponding CIC messaging and consult the Kroger Style Guide to identify and implement the necessary corrections. Once the adjustments have been made and the item is ready for re-evaluation, a republication will be required to initiate the QA process again.
 - Go to “Publications” > “Manage Publications”
 - Checkbox items to be submitted and select “Republish” and the pub type as “New”
 - Once re-submitted, confirm items correctly reflected in Content Readiness and a Synchronised CIC is received

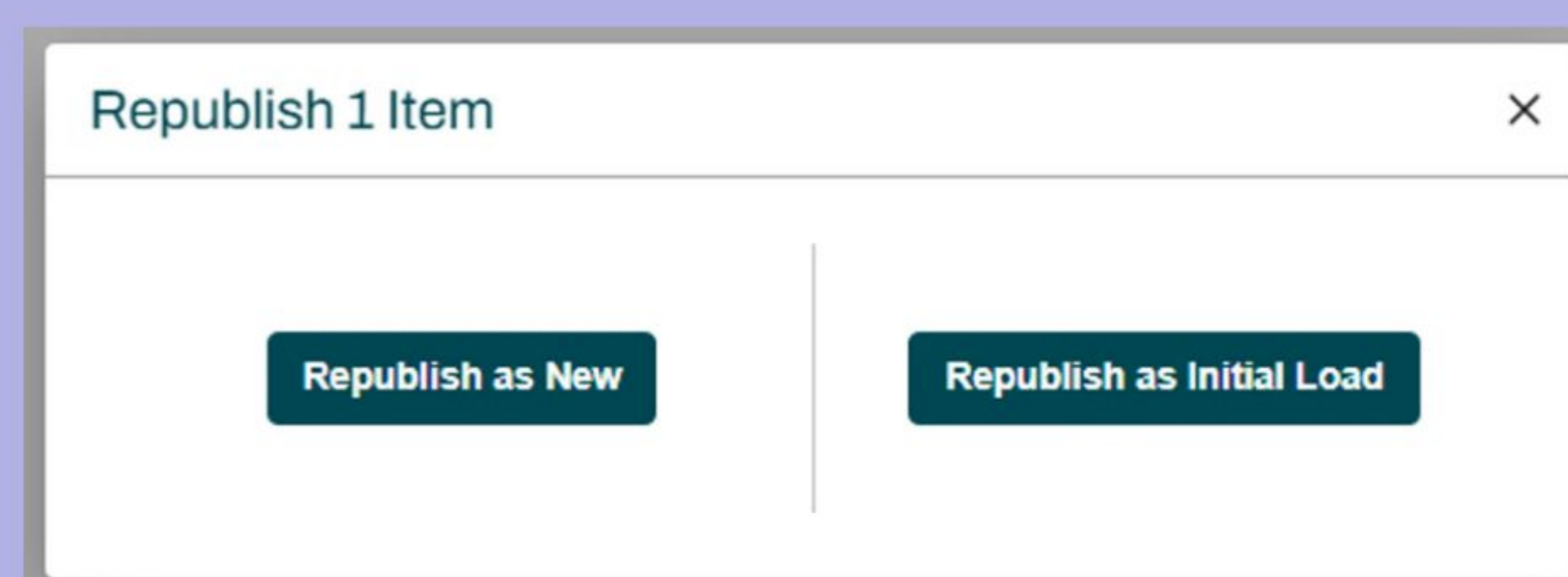
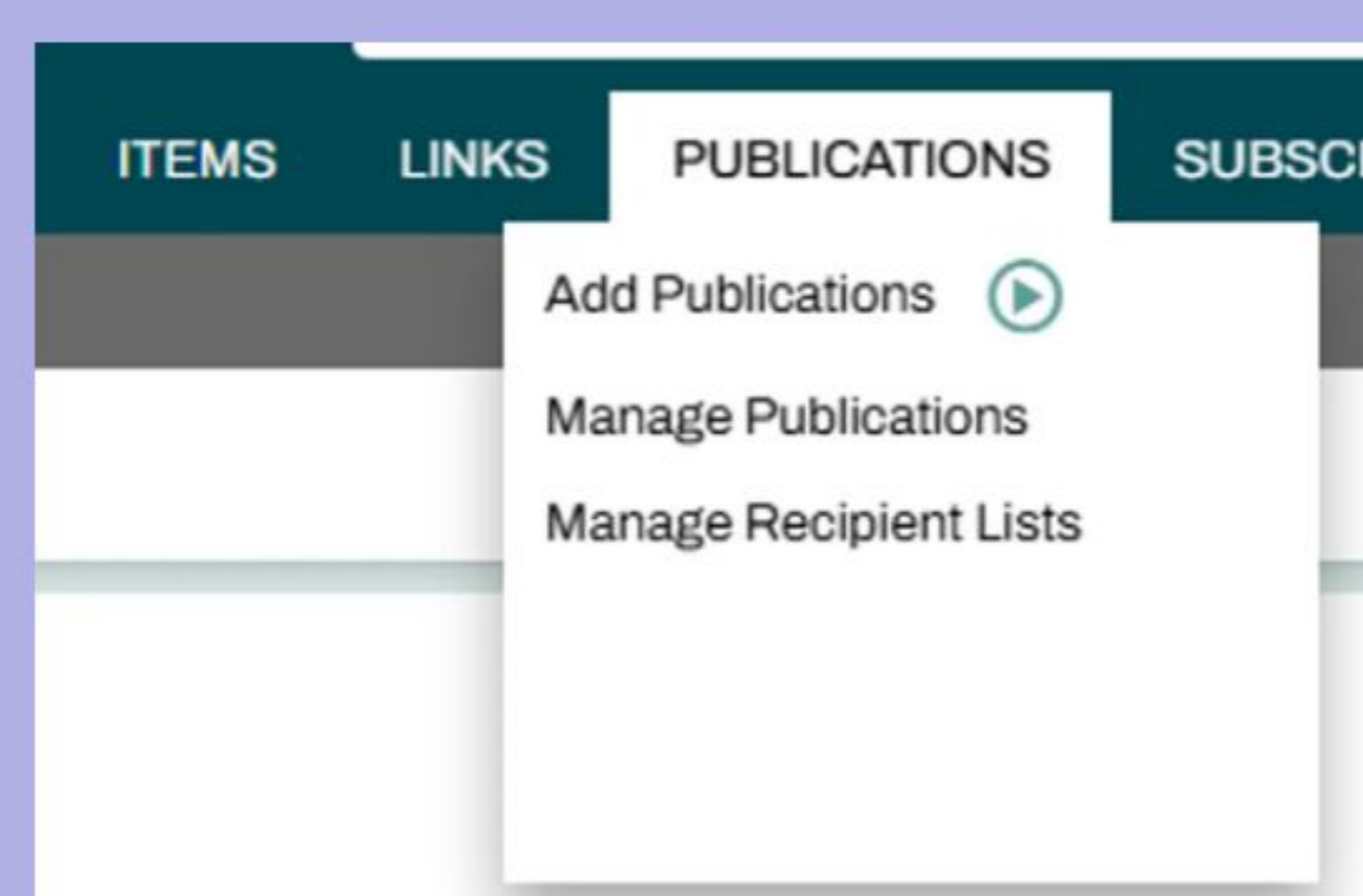


Information Provider	Item ID	Item Name	Operation	Recipient	Current Status Date	Last Data Sync Status Date	Last CIC State Date	CIC Message Queue	Last Activity Date
0838016000123	0838016000123	IdentifySync Track Cur Fresh Brands	MODIFY	Kroger API Certification Queue	2025-02-13 12:08:08	SUCCESS--13-FEB-2025 00:00	SYNCHRONISED--13-FEB-2025 12:08:4	Kroger API Certification Queue	2025-02-13 12:08:08
0838016000123	0838016000123	IdentifySync Mouthwash 32 Oz	INITIALLOAD	Kroger API Certification Queue	2025-02-13 12:07:07	REJECTED--13-FEB-2025 12:07:2	REJECTED--13-FEB-2025 12:07:2	Kroger API Certification Queue	2025-02-13 12:07:07



Information Provider	Item ID	Item Name	Operation	Recipient	Current Status Date	Last Data Sync Status Date	Last CIC State Date	CIC Message Queue	Last Activity Date
0838016000123	0838016000123	IdentifySync Mouthwash 32 Oz	INITIALLOAD	Kroger API Certification Queue	2025-02-13 12:07:07	REJECTED--13-FEB-2025 12:07:2	REJECTED--13-FEB-2025 12:07:2	Kroger API Certification Queue	2025-02-13 12:07:07

Additional Status Description And Details
 1. The data received was not as expected and needs reviewed for update



Note:

The time required to complete the QA process when utilizing the free Kroger API may vary. However, once an item is published, it is placed in the queue for review. This process ensures consistency, adherence to the Kroger Style Guide, and readiness for display on Kroger.com.

Items not passing the QA process will not flow across the Kroger API

Next Step

Publish

Publish Certified Items

1. Select certified items from the search results
2. Click “Publish” and enter the “Certified Items for Kroger API” GLN – 0838016000116
3. Confirm the publication was successful in your Worklist and review any CICs returned

Enter search parameters to refine search

Filtered by: [Simple Search](#) [Discontinued Items](#)

All 22 items have been selected. Showing 1 to 22 of 22 Matches

Item ID	Item Name	Information Provider Name	TM	Type	GPC	GPC Description	Brand Name	Status	Last Modified
0000000173034	RxSugar Sweetly Six Carton 13oz	Product Demo TS	US	EA	10000043	Sugar/Sugar Substitutes (Shelf Stable)	RxSugar	✓	05/29/2025
0000000173072	RxSugar Six Thirty Stick Pack Carton	Product Demo TS	US	CA	10000043	Sugar/Sugar Substitutes (Shelf Stable)	RxSugar	✓	05/28/2025
0000000007230	WorldSync Creamy Granola	Product Demo TS	US	EA	10000287	Cereal/Mixed Bars	WorldSync	✓	05/28/2025
0000000173090	RxSugar Mint Brownie Sweetly Six	Product Demo TS	US	EA	10000046	Chocolate and Chocolate/Sugar Candy Confectionery	RxSugar	✓	04/11/2025

Publish Step 1 of 2: Select Recipient

Publish 1 item to:

Recipients Recipient Lists

Q Certified Items

0838016000116 - Certified Items for Kroger API

Add

Remove

Q Search selected recipients

0838016000116 - Certified Items for Kroger API

Next

Advanced Notes

FAQ (Coming Soon)

Advanced Notes

Making Data and Images Kroger Specific



Are you reviewing the Kroger Style Guide and realizing you want to make an attribute or image Kroger-specific and only send it to Kroger? We got you covered.

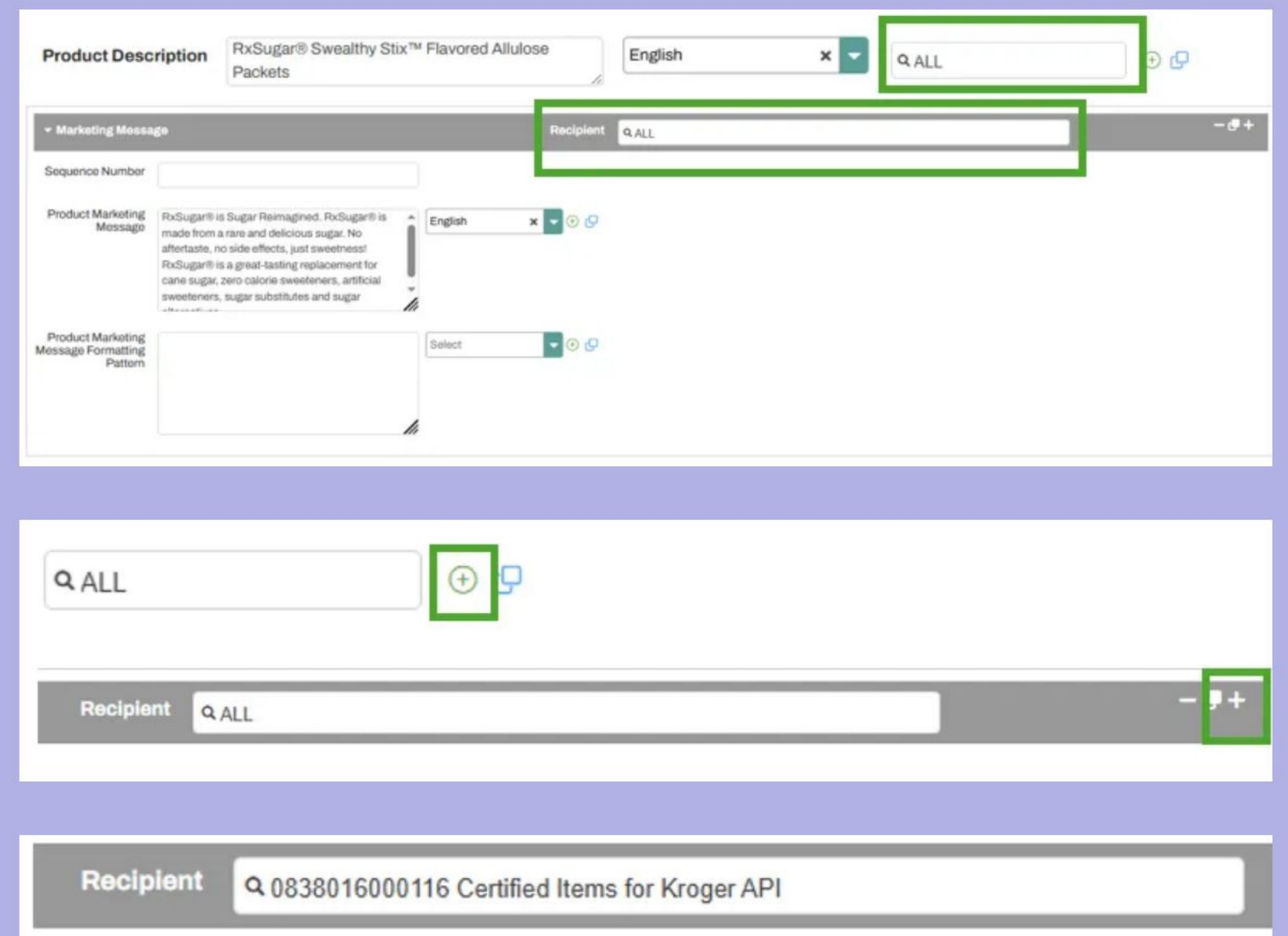
Here are some notes on how to set up attributes and images that will only synchronize with Kroger.

Product Data

1. Verify that an attribute is Recipient Dependent Data (RDD) capable

- An attribute that is capable of indicating a recipient GLN means you can tailor that attribute for a specific recipient and will only syndicate to the targeted trading partner
- Keep an eye out for a box, that by default, specifies "ALL" which means the attribute is set to sync with anyone it is published to
- Some key E-comm attributes that have RDD capabilities include product description, marketing message, and feature benefits

2. Hit the "+" sign to add another instance of the attribute
3. Replace the default "ALL" value with the "Certified Items for Kroger API" GLN – **0838016000116**

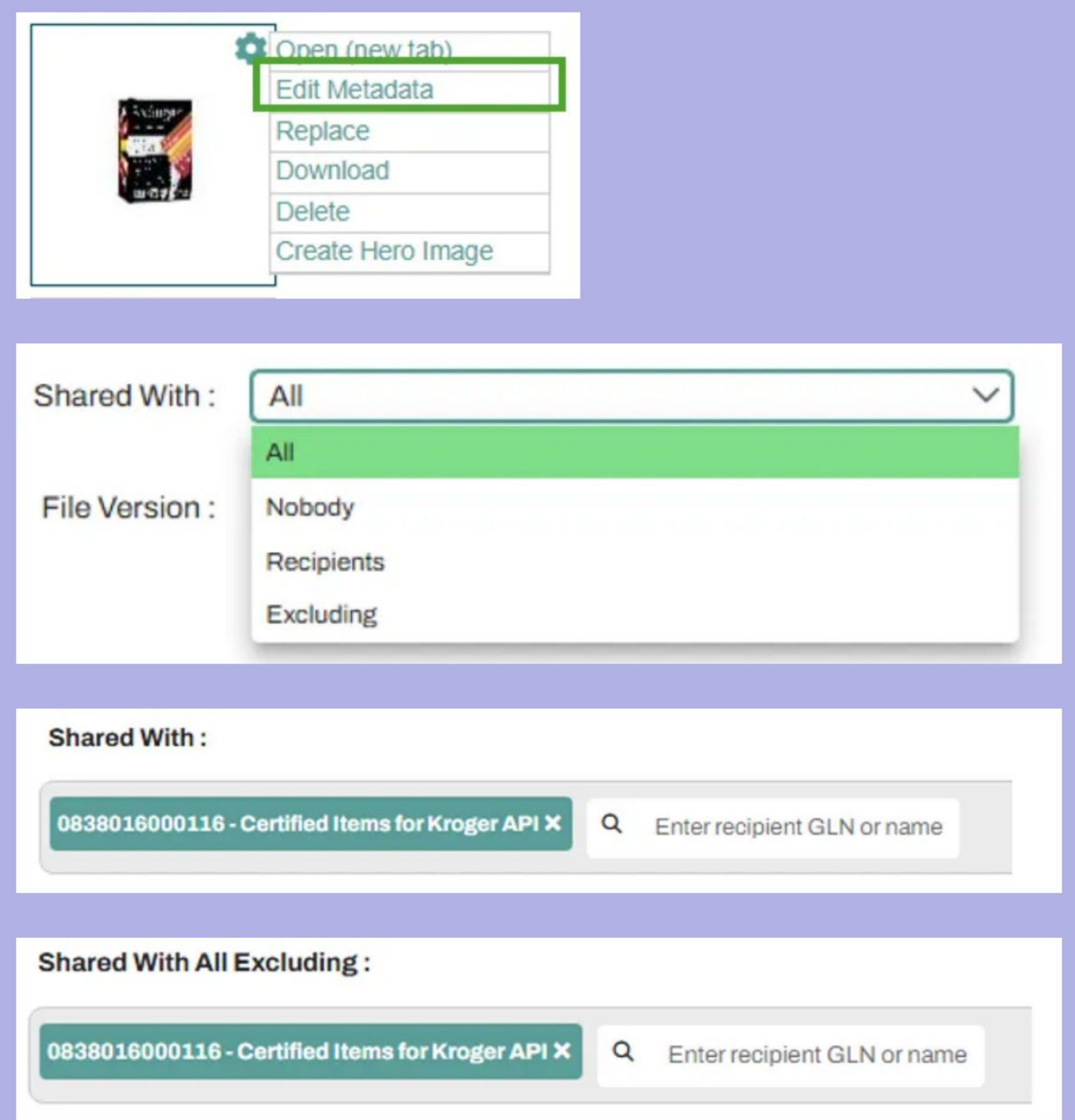


Images - DAM

1. Hover over the image in the image carousel
2. Hover over the cogwheel icon and click "Edit Metadata"
3. Click on the dropdown for "Shared With" and select a value

- **All** – will submit the image to everyone the item is synced to
- **Nobody** – will keep the image private and not sync out
- **Recipients** – will allow users to add one or more recipient GLNs and the image will only sync to that list
- **Excluding** – will allow users to add one or more recipient GLNs that the image will not sync to, so sync to everyone except for this list of GLNs

4. In the instance a user wants to only send an image to the Kroger API, add the "Certified Items for Kroger API" GLN – 0838016000116 using the "Recipients" value
5. In the instance a user wants to exclude an image from going to the Kroger API, add the "Certified Items for Kroger API" GLN – 0838016000116 using the "Excluding" value



Images - EFL

1. Within the EFL section, navigate to the "Shared With" attribute
2. Add the "Certified Items for Kroger API" GLN – **0838016000116**
3. This image will now only sync out to the "Certified Items for Kroger API" GLN – **0838016000116**



FAQ (Coming Soon)