FRESH FOR EVERYONE ™

Kroger ®

Product Detail Page Guidelines

July 2025

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Product Description (Product Title)

The one-line product name on the Product Detail Page that is displayed when a customer is browsing or searching for products. It should be composed as follows: "Brand Special Attribute/Product Descriptor Variable Product Name". This Description should distinguish an item from all other items in the store in concert with the item's Size and Item Count (Note: Size/Volume is captured separately and should not be listed in the product name). This product description will also be indexed for onsite search results.

Example: Simple Truth Organic™ Strawberry Fruit Spread

$3⁵⁹

Simple Truth Organic™ Strawberry Fruit Spread

16.5 oz

Add to Cart

- Product title is required

- Ideal length is 100 characters or less. Include critical information needed to understand what is being sold.

- Capitalize the first letter of each word, do not use ALL CAPS

- Do not include subjective comments, such as "Best Seller" or "Hot Item"

- Do not include commas

Product Description (Product Title)
Naming Order

- **Brand Name:** The brand name as presented to the consumer on packaging and in advertising, including ® or ™ symbols if applicable

- **Special Attribute/Product Descriptor:** key selling adjective that will help the customers buying decision. This will also help differentiate and improve relevancy within search results.
  - Examples: Organic, Gluten-Free, Low-Sodium, Sugar-Free

- **Variable:** Flavor, Color, Scent, etc.
  - Omit where not needed (Example: Raspberries Red, "Red" is not needed since there is no color variable)

- **Product Name**
  - Product name usually matches the name on the package of the product. "Fruit Spread" in the example below.
  - This component of the description must be included for all products.

- **Avoid:**
  - Subjective comments such as "Best Seller" or "Hot Item"
  - Adding multiple keywords to increase search relevancy

$3.59

Simple Truth Organic™ Strawberry Fruit Spread

16.5 oz

Product Copy Guidelines

Great copy will not only help drive more traffic to your PDP through Search Engine Optimization (SEO) but will also help the customer understand product details. This information can encourage conversion and reduce the chances of returns.

There are some requirements you are legally obligated to include in your copy, and other formatting requirements that will ensure a cohesive customer experience.

Good Content Answers Questions

What is the item?

- How quickly does the customer understand if this is what they're looking for

What are the benefits?

- Can the customer tell what makes this item unique

How do you use it?

- Is this a food item or supplement? A snack or a meal?

What are the ingredients?

- Are key ingredients easy to find? Are allergens and free-from claims called out?

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Romance Description/Marketing Message
(Product Details)

A brief, customer-focused description about the product.

- Required to be included
- Recommended that product copy should be 1-3 sentences with those sentences including 300-400 total characters about the product
- Should give customers a quick glance of the key features and benefits of the product
- Copy should be unique to Kroger to improve search engine value
- Recommended to use complete sentences in sentence case
- Consider how you shop online. Is it by name? Brand? Key Features? Be sure to include these when writing the description.

Product Details

Enjoy a classic chocolate treat that's loved around the world! M&M'S Candy has been one of the most famous Candy since 1941. The bite-sized pieces of chocolate in a colorful candy shell are a fun dessert for everyone. Keep M&M'S Milk Chocolate Candy on hand for parties, celebrations, baking, traveling or a special treat.

- Contains one (1) 10.7-ounce bag of M&M'S Milk Chocolate Candy
- Made with real milk chocolate and surrounded by a colorful candy shell
- M&M'S Chocolate is a great movie candy to share with friends and family
- These resealable zipper bags of M&M'S Milk Chocolate Candy are great for a midday treat
- Use M&M'S Chocolate Candy for baking or decorating cookies or topping off your favorite desserts

Romance Description/Marketing Message
(Product Details)

- Copy should be only about the product and not about the brand or manufacturer. Do not include any of the following brand/manufacturer information:
  - E-mail address
  - Website URL
  - Mailing address or phone numbers
  - Company-specific information
  - Details about another product that you offer on Kroger's banner websites

- In most cases, you can leverage the long description on your product's packaging/label (excluding the brand/manufacturer information listed above)

- Do not use promotional language (ex: "sale" or "buy one, get one free")

SEO

Optimizing your PDP for Search Engine Optimization (SEO) can increase the likelihood your products will rank higher on external search engine results page (SERP).

- Ensure all visual assets are visible to search.
  - Use image/asset name and alt text fields for maximum customer and search value.
- Label all rich content assets with the product name to boost SEO value
  - ex. "Kroger® Donut Shop Ground Coffee. jpg"
- Provide all content fields required and recommended at item setup.
- SEO Best Practices:
  - Description should be unique to Kroger (not duplicated across multiple websites)
  - Include the brand name of the product

Key Features (Bullet Points)

Bullet points that will be directly below the Romance Description to give customers a quick glance at key product features.

- Highly suggest including key feature bullets
  - Highlight the top 5-7 features that you want customers to consider (product features, not brand features)
  - Begin each bullet point with a capital letter
  - Maximum character limit of 2000 combined with the Romance Description above
  - Do not enter company-specific information as above in the Romance Description; this section is for product features only
  - Do not include promotional and pricing information (ex: "sale" or "buy one, get one free")

Product Details

Have peace of mind with Tide Free & Gentle Liquid Laundry Detergent that will keep your clothes brilliantly clean and your family's skin safe.

- Deeper clean that is gentle on skin
- Dermatologist recommended
- Hypoallergenic
- Free and clear of dyes and fragrance

Examples of Key Features (Bullet Points)

- Features like Non-GMO, no high fructose corn syrup, FSC (Forest Stewardship Council) Certified, etc.

- Instructions/storage like keep refrigerated, store in a dry location or how to use the product

- Care, for example: hand wash, dishwasher safe, microwave safe, etc.

- Product dimensions and weight
  - Measurements should be written as length x width x height for most products or width x depth x height for larger items like furniture. For example: 13" l x 13" w x 13" h or 36" w x 18" d x 77" h.

- Sizing, diapers for example: Newborn (up to 10 pounds), Size 1 (8-14 pounds), etc.

- Country of origin

- Product warnings such as "If pregnant consult your physician", "Keep out of reach of children" or "California proposition 65 warning"
  - Ingredient allergens like nut and dairy are not needed and will already be captured in Nutrition Info tab

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Copy Guidelines

- Reference the AP Style Book for hyphenation, spelling, and numeric conventions, and general guidelines which are not addressed in this documentation

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Copy FAQ

- How do I upload my product title changes
  - This information can be uploaded in the eCommerce Description field in VIP
  - If you use a partner 3rd party content provider, this information can be updated in the 3rd party system and will update through the API. Please work with 3rd party contact.
- Where can I upload product romance copy/item description?
  - The Feature Benefits and/or Marketing Message field in VIP
  - If you use a partner 3rd party content provider, this information can be updated in the 3rd party system and will update through the API. Please work with 3rd party contact.

Product Images

- Main image is required.

- Alternate images are suggested as they help give the customer more context and insight to convert.

- 1000px or bigger for ideal zoom/enlarged view functionality

- There are 6 total image spots available. The main image is required as noted above and the 5 remaining images can be used at the brand's choice to best highlight their product.

- It is recommended images appear in the following order for consistency:
  1. **Main image**
     I. Silhouette
     II. Silhouette with product in front of packaging
     III. Enhanced Image (two attributes callout)
     IV. Enhanced Image (single attribute callout)
  2. **Back Alternate Image**
  3. **Additional Product Angel Alternate Images**
     I. Only if needed to show product details or helpful information.
  4. **Infographic Alternate Image**
  5. **Lifestyle/Environmental Alternate Image**

Product Image Requirements

- 1000px minimum in one direction
- RGB color mode
- White or Transparent Background
- .jpg or .png

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Main Image Options

- **Silhouette**: Silhouette image with white background of the front (or top in some instances) showing the main product label with brand and product name.
  - Brands can choose to simplify packaging and enhance product name/size for better readability if the integrity of the packaging is maintained. Simplified images allow the customer to easily identify attributes of the product. Examples:

Main Image Options (continued)

- **Silhouette - Mobile Optimized Hero Images** are a type of silhouette option. These a simplified visual of the product image with key features highlighted. It allows the customer to easily identify details of the product without having to click into the PDP.

- Mobile Optimized Hero images can improve conversion by making it easier for the customer to find the size and item type they wan

- Integrity of the packaging should be maintained so that it is recognizable to the customer

Product Packaging **Mobile Optimized** **Product Packaging** **Mobile Optimized**

Simplified packaging

Simplified packaging

Item type in large text

Pack size highlighted

Item type in large text

Pack size highlighted

Main Image Options (continued)

- **Silhouette - Product in Front Packaging:** Same pack shot as Silhouette option, showing the main product label, but with the actual product contents in front of the packaging. This is great for multipacks to give the customer insight into the individual contents or products where the recognizable product form may not be clear with a pack shot.

Main Image Options (continued)

- **Enhanced Image - Two Attributes Callout:** Pack shot with white background and graphic panel showing product form/flavor and quantity/size for quick reference of product details that may not be readable on the packaging to help the customer to make a quicker purchasing decision.

Main Image Options (continued)

- **Enhanced Image - Single Attribute Callout:** Pack shot with white background and single graphic call out (circle or simple graphic call out). This as an opportunity to call out product pack size or other key information to help the customer understand what is being sold at a quick glance.

Alternate Images

- Alternate images are not required but are strongly recommended. These images can help increase conversion by providing additional information and context to customers and help reduce negative reviews.

- Up to 5 alternate images can be added as secondary images for an item.

- Alternate images are to display additional angles, information, give scale of the items to customers

- Lifestyle images, including infographics are accepted

- Select Front, Back, Left, Right, Top, or Bottom angle for your lifestyle image. This field must be selected for the image to flow through to Kroger.

Alternate Image (continued)

- **Alternate Image – Back:** Silhouette image with white background showing nutrition label or back label with additional information about the product if applicable
  - **Additional Product Angle Alternate Images:**
    - Left, right, top, bottom
    - Only if needed to show product details or helpful information.

Alternate Images (continued)

- **Alternate Images – Infographic:** graphic calling out features and benefits of the product being sold. This image will rank after the main image and product angle alternate images. Brands can opt to use multiple infographic shots to help highlight the features and benefits of their products. Enter these images after your product angle alternate images (in VIP/1 World Sync these will need to be added in an existing angle field).

Alternate Images (continued)

- **Alternate Images - Lifestyle/Environment:** Showing the product in use in an environment. This image will rank after the main image, product angle alternate images and infographic images. Brands can opt to use multiple environment shots to help showcase their products.
  - Enter these images after your product angle alternate images (in VIP/1 World Sync these will need to be added in an existing angle field).

Images FAQ

- What do I do if my image is incorrect on the site?
  - For VIP, ensure image is uploaded and submitted
    - Ensure that all fields for the image are filled in to properly flow
    - Do not use a Kroger Item Submission Reason Code
  - Images can also be uploaded with a partner 3rd party content provider through the Kroger Item API.
- What are the image requirements?
  - 1000px minimum in one direction
  - RGB color mode
  - White or Transparent Background
  - .jpg or .png
- What angle do I select for my lifestyle images within VIP?
  - Please select Front, Back, Left, Right, Top, or Bottom angle
  - Image fields **must be** filled in for them to flow to us

Ratings and Reviews

Ratings and reviews on Banner.com are powered through Bazaarvoice.

- Brands that have an existing relationship with Bazaarvoice and have questions regarding their syndicated content on Kroger.com can contact your Bazaarvoice account manager.

- New suppliers looking to engage with Bazaarvoice contact Matthew Arthur(matthew.arthur@bazaarvoice.com).

Stonyfield Organic YoBaby Peach & Pear Whole Milk Yogurt

★★★★½   4.6 (126)

6 ct / 4 oz   UPC: 0005215970116

Purchase Options   ⊙ Located in Dairy

○ 🚗 Pickup SNAP EBT Eligible $3.99

● 🚚 Delivery $3.99

○ 📦 Ship   Unavailable

                          Add to Cart

Product Reviews

Reviews

Rating Snapshot
Select a row below to filter reviews.

5 ★	97
4 ★	16
3 ★	10
2 ★	3
1 ★	0

Average Customer Ratings

Overall   ★★★★½   4.6

1–8 of 126 Reviews   ❓ Sort by: Most Relevant ▾

Anonymous   ★★★★★ · 2 years ago

Review **1**   Stonyfield Organic YoBaby Peach / Pear Whole Milk Yogurt taste great. Also is great for anyone in the household taking antibiotics because it has probiotics and prebiotics it helps out with tummy troubles related to taking antibiotics. I just wish it was easier to find. I would definitely recommend this to other parents it is organic non GMO and I honestly think it taste better than my yogurt I purchase for myself.

influenster Originally posted on influenster.com

New Item Setup FAQ

How do I syndicate my item data to Kroger?

- The preferred method of submitting item data to Kroger is via 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, **Syndigo, Salsify and 1WorldSync**, improving the quality, speed, and efficiency of data management.

- CPGs can choose the most suitable certified provider (Syndigo, Salsify, or 1WorldSync via their Item Management tool) for their data management needs.

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), a 1WorldSync tool. The introduction of KIA expands submission options and introduces the **future strategy** for item data syndication moving forward at Kroger.

New Item Setup FAQ

How do I get my item to appear on Kroger.com?
- Please make sure all image and attributes are updated and submitted to Kroger using KIA (preferred method) or VIP.
- Items must be **successfully submitted** for the information to flow to Kroger.

Will the information from VIP flow directly to Kroger.com?
- No, the information must go through a review process before it appears on the site.

Will the information from KIA flow directly to Kroger.com?
- Yes, item data submitted via KIA will flow to banner within 24-48 hours and will not go through a review process by Kroger before appearing on site.

New Item Setup FAQ

My item is in a Complete status in VIP but not showing up on the site

- We ask for a one-week minimum from when the item was completed in VIP before the item will flow onto the site
- If it has been longer than one week, you can reach out to Digital_Item_Setup@kroger.com for an update
  - Please provide the 13-digit UPC when sending this request

My item was successfully submitted to Kroger via KIA, but not showing up on the site.

- If you encounter an issue or have a question about item data sent via KIA, please contact your KIA data provider first. They will assist in troubleshooting and resolving any issues within their tool. If the data provider determines that the issue requires Kroger's attention, they will log a support ticket with Kroger for further review and resolution.

New Item Setup FAQ (continued)

Item isn't online and status in VIP is In Process - Retailer

- If an IMF was submitted, the item needs to be approved by the Category Manager (Pick-Up/Delivery)

Item was successfully submitted via KIA, will it generate an IMF?

- If an item is submitted successfully, an IMF is automatically generated and will land in the queue for Category Manager review and approval.

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New Item Setup FAQ (continued)

Any Additional Questions

- If you encounter an issue or have a question about item data sent via **KIA**, please contact your KIA data provider first. They will assist in troubleshooting and resolving any issues within their tool. If the data provider determines that the issue requires Kroger's attention, they will log a support ticket with Kroger for further review and resolution.
- If you have additional questions about Digital Item Setup, please email Digital_Item_Setup@kroger.com
- If you have questions within VIP, please reach out to our Supplier Engagement Team at 844-277-6165