

Kroger Announces 1,000th ClickList Store and Introduces Seamless Digital Shopping Experience
Monday, December 18, 2017 12:36:00 PM (GMT)

In Q3 2017, company's 109 percent digital revenue growth was driven by ClickList

CINCINNATI, Dec. 18, 2017 /PRNewswire/ -- Kroger announced today it has opened its 1,000th ClickList store and launched the latest seamless and integrated [digital shopping experience](#) for ClickList.

"As part of our [Restock Kroger](#) plan, we continually invest in redefining our customers' grocery shopping experiences by bringing online and offline seamlessly together through digital innovation," shared Yael Cosset, Kroger's Chief Digital Officer. "Our customers tell us they want multiple ways to shop. We are committed to leveraging a combination of insights from [84.51°](#), advanced technology and our digital platform to give our customers the ability to shop when and how they want to make their lives easier."

The seamless digital experience focuses on providing Kroger customers with quicker and easier access to relevant products and recipes, digital coupons, weekly ads and shopping lists joined by an easy-to-use, fully integrated [ClickList](#) experience.

"Whether our customers are shopping with us in a store or online this holiday season for groceries, meal solutions, health and beauty products, seasonal items or flowers, we want it to be a simple, personalized experience that saves them time and money," Mr. Cosset added.

Kroger introduced its first ClickList store in November 2014 in Liberty Township, Ohio. Over the last 3 years, Kroger has experienced tremendous growth and accelerated customer adoption across the country from coast to coast. Today, it is announcing its 1,000th location at its Milford, Ohio store near its headquarters in Cincinnati.

"This exciting milestone is a testament to the impact of our digital shopping platform as well as the consistent and rewarding experience delivered to our customers by our talented store associates," Mr. Cosset said. "Next year, we plan to expand our seamless service to more markets, ultimately making this convenient shopping experience available to every one of the 60 million families who shop with us annually."

At The Kroger Co., we are dedicated to our purpose: to **Feed the Human Spirit™**. We are 453,000 associates who serve nearly nine million customers every day in 2,793 retail food stores under a variety of [local banner names](#) in 35 states and the District of Columbia. Our Family of Companies operates an expanding ClickList offering – a personalized order online service – in addition to 2,258 pharmacies, 783 convenience stores, 307 fine jewelry stores, 222 retail health clinics, 1,472 supermarket fuel centers and 38 food production plants in the United States. Our Company has been recognized as one of America's most generous companies for our support of more than 100 Feeding America food bank partners, breast cancer research and awareness, the military and their families, and more than 145,000 community organizations including schools. As a leader in supplier diversity, we are a proud member of the *Billion Dollar Roundtable*.

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SOURCE The Kroger Co.

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Countries: United States

Industries: Retail, Food & Beverages

Languages: English

Primary Identifiers: KR-US

Related Identifiers: KR-US

Subjects: Corporate Development, New Products & Services