

Kroger and Instacart Expand Partnership
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Retailer increases customer coverage area

CINCINNATI, March 12, 2018 /PRNewswire/ -- The Kroger Co. (NYSE: KR) today announced it is expanding its partnership with [Instacart](#) to increase its customer delivery coverage area in 2018.

"As part of [Restock Kroger](#), we are investing in redefining our customers' grocery shopping experience by bringing online and offline seamlessly together," said Yael Cosset, Kroger's Chief Digital Officer. "Having grown our digital sales in 2017 by 90 percent, we continue to accelerate our digital roadmap in 2018 to make shopping with Kroger simpler and more personalized."

Kroger currently delivers from more than 872 stores across the country, and it offers 1,091 curbside pickup locations with plans to add 500 new locations in 2018.

"When you look at Kroger's customer coverage area for seamless shopping, two-thirds of our customers – more than 40 million households – have access to curbside pickup and/or delivery," added Mr. Cosset. "Our goal is for these convenient services to be available to every customer."

Kroger will continue to expand its seamless coverage area and enhance its digital shopping experience to provide customers with quicker and easier access to personalized products, recipes, digital coupons, weekly ads, smart shopping lists, and more. Kroger customers can experience the seamless experience by shopping on the company's [website](#) or app.

"With the expansion of our Instacart partnership, it provides Kroger the opportunity to increase our delivery offerings even further and when you combine it with our successful curbside service, it will help us accelerate our ecommerce reach significantly," continued Mr. Cosset.

"We are thrilled to work with Kroger and share the same vision of bringing same-day grocery delivery to more American households and cities every day," said Nilam Ganenthiran, Instacart's Chief Business Officer. "When an admired household brand such as Kroger unites with a leading technology platform in Instacart, it is our customers who ultimately win."

Kroger now offers home delivery in 45 markets through Instacart and other delivery partners representing the following divisions: Atlanta; Central; Cincinnati; Columbus; Dallas; Dillons; Fred Meyer; Fry's; Harris Teeter; Houston; King Soopers; Louisville; Mariano's; Metro Market; Michigan; Mid-Atlantic; Nashville; Pic 'n Save; Ralphs; QFC; and Smith's.

At The Kroger Co. (NYSE: KR), we are dedicated to our Purpose: to **Feed the Human Spirit™**. We are nearly half a million associates who serve nine million customers daily through a seamless digital shopping experience and 2,800 retail food stores under a variety of [banner names](#), serving America through food inspiration and uplift, and creating #ZeroHungerZeroWaste communities by 2025. To learn more about us, visit our [newsroom](#) and investor relations [site](#).

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