

Kroger Launches Ship
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New ship-to-customer ecommerce platform delivers on Restock Kroger commitment to redefine the customer experience

CINCINNATI, Aug. 1, 2018 /PRNewswire/ -- The Kroger Co. (NYSE: KR) announced today the introduction of [Kroger Ship](#), its new direct-to-customer ecommerce platform.

"Kroger Ship is our next step in creating a seamless experience that allows our customers to shop when and how they want," said Yael Cosset, Kroger's chief digital officer. "Our new service is just one more way we are redefining the customer experience as part of [Restock Kroger](#), bringing more convenience and options to shoppers across America. Kroger Ship complements and joins our 2,800 grocery stores, 1,250 curbside pickup locations, and delivery service from 1,200 locations."

Kroger Ship is launching in four markets: Cincinnati, Houston, Louisville, and Nashville. The retailer anticipates quickly rolling out the ship service to additional markets over the next few months. During the first phase of Kroger Ship, customers can shop from a curated selection of 4,500 *Our Brands* products, which are not available anywhere else online, and more than 50,000 center-aisle groceries and household essentials that matter the most, influenced by 84.51° data and insights.

The service offers competitive ecommerce pricing and fast and free doorstep delivery by a package carrier on orders over \$35, otherwise shipping is \$4.99 per order. Ship customers will experience exclusive money-saving opportunities, including promo codes and pricing deals along with the convenience of a set-and-save subscription model. During the launch phase, customers will receive free shipping—no minimum purchase required—and 15 percent off their order with a one-time-use promo code.

"Kroger Ship brings together the best of our digital, technology, logistics, 84.51°, merchandising, and *Our Brands* teams to deliver our customers convenient and curated food inspiration," added Mr. Cosset. "Kroger's ecommerce platform expands our offering beyond the physical store to include even more products. Along with staples and customer favorites, Kroger Ship will carry bulk and additional sizes, and focus on *Our Brands*, local and international food and flavors, specialty items, and health and wellness products – making it easier than ever before to be your family's hero at mealtime, or anytime."

"Kroger is building on our expansive logistics and fulfillment infrastructure to support the rapid rollout of Ship," said Frank Bruni, vice president of supply chain and procurement. "With the support of *Our Brands*, and Kroger's manufacturers and suppliers, our vision is to build a seamless ecommerce system that offers our customers an ever-growing number of products and allows Kroger to ship nationwide, serving America through food inspiration and uplift."

To explore Kroger Ship and place an order, visit ship.kroger.com.

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 over 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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