



Kroger Launches OptUP App

Innovative technology combines both nutrition and data science to help customers make more informed, healthier purchase decisions

CINCINNATI, July 16, 2018 – The Kroger Co. (NYSE: KR) today introduces [OptUP](#), an innovative data-driven app that helps customers make more informed, healthier purchase decisions.

“Kroger’s new OptUP [app](#) is transformational for the food retail industry,” said Colleen Lindholz, Kroger’s president of pharmacy and The Little Clinic. “The app puts nutritional information at your fingertips and makes finding and buying better-for-you products easier and simpler.”

Key features of the OptUP app include:

- “Scoring” groceries you buy using nationally-recognized dietary guidelines;
- Receiving personalized product recommendations;
- Viewing your household OptUP score;
- Scanning and searching items to find nutrition facts and product alternatives; and
- Adding better-for-you options to your digital cart for curbside pickup or delivery.

“The OptUP app is a part of Kroger’s recently-launched [Wellness Your Way](#) platform in support of [Restock Kroger](#),” added Ms. Lindholz. “As part of redefining the customer experience, we are encouraging our shoppers to engage in a balanced, holistic approach to selfcare.”

OptUP product scores are based on a nationally-recognized dietary standard—enhanced by Kroger’s registered dietitians. The product score range is between 1-100. Products in the green category score 71 or better and are lower in saturated fat, sodium, sugar, and calories, and may be higher in fiber, protein, and fruit/vegetable, or nut content. The yellow category range is 36-70 while the red category ranges from 1-35. Kroger’s registered dietitians recommend customers have a cart mix that is at least 50 percent green category products. OptUP scores range from 0-1000, reflecting a customer’s purchase history over the past eight weeks. The ideal score is 600 or better.

“OptUP is a collaboration among our health, tech, digital, and 84.51° teams,” said Yael Cosset, Kroger’s chief digital officer. “The data-driven app creates a more transparent and educational experience for our customers, continuing our commitment to help Americans shop, eat, and live healthier on their terms.”

Kroger will continue to improve the OptUP app, adding more features and greater personalization for customers’ specific health needs and preferences.

Customers can download the free OptUP app through the App Store® and Google Play™ store.

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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