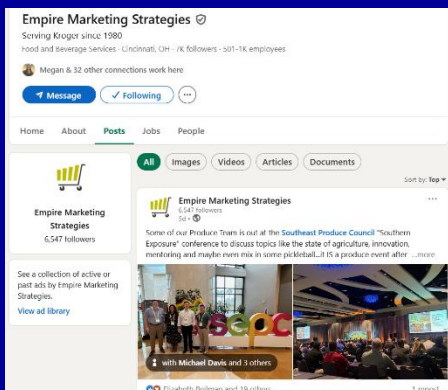


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Kroger Bundles Grocery and Prescription Delivery

Shoppers can now add eligible meds directly to grocery delivery order for 1-stop convenience

Progressive Grocer
Marian Zboraj

Aug 11, 2026

Shoppers at The Kroger Co. can now have their groceries and eligible prescriptions delivered in one convenient order through a new service powered by Instacart.

To do so, shoppers must enroll in the "My Prescriptions" program via the Kroger app to schedule a combined delivery. Users can then track their order with a verified third-party partner, Instacart, right up until it's delivered to their door.

The service is designed to make it easier for customers to receive medications and everyday essentials, including fresh food, without making separate trips or placing multiple delivery orders.

Kroger's wholly owned subsidiary, Harris Teeter, officially launched the bundled service [on Aug. 3](#).

The expanded delivery service is the latest example of how Kroger is strengthening its e-commerce capabilities. In fact, e-commerce was a bright spot for the grocer in its [recent quarterly earnings report](#), which featured a 19% surge in adjusted e-commerce sales.

"Most of the growth in grocery today is happening online. That's where the customer is moving and that's where we have to lead," said CEO Gregory Foran. "The good news is that we have the right assets to do it, a strong store footprint, deep customer data and a fresh offering that travels well into the digital basket."

Kroger's omnichannel shoppers outspend in-store-only shoppers by nearly two and a half times, Foran pointed out. On top of that, 95% of transactions are tied to Kroger's loyalty program, which has been in operation for more than two decades.

To keep up with the fast-growing part of the business, Kroger has hired [Nate Faust as its EVP and chief e-commerce officer](#), effective Sept. 1. Faust brings more than two decades of experience building and scaling impactful e-commerce businesses. He is the co-founder of Jet.com, the mass-merchandise digital marketplace. After Jet.com was acquired by Walmart in 2016, Faust was SVP of Walmart U.S. e-commerce supply chain.

Kroger and Instacart top Amazon in Retail Media ROI

Investments in retail media continue to rise in 2026

Supermarket News
Bill Wilson

July 27, 2026

Amazon holds the largest share of retail media spend, but Kroger and Instacart are outperforming the delivery giant in ROI, according to data from Keen Decision Systems.

In profit ROI, both Kroger (\$2.35) and Instacart (\$1.85) outperform Amazon, Walmart and Target, according to the data.

Kroger is also the biggest riser in terms of investments year over year, up 54.2% over the last year. Target (+23.4%) and Walmart (+23.1%) were the next biggest risers.

Overall, investments in retail media are up, climbing from 5.6% in 2020 to 11.1% in 2025, and continuing to rise in 2026.

If Kroger's acquisition of Giant Eagle is approved the Cincinnati-based grocer would [overtake](#) Costco for the No. 2 spot in food and beverage market share, according to the latest Numerator data.

The move would push Kroger's market share to 8.7%, ahead of Costco's 8.3%. Walmart is currently way ahead of the rest with a 20.3% market share. Albertsons (4.5%) and Publix (4.1%) round out the top five.

Looking at CPG market share Walmart again is at the top with a 20.8% market share followed by Costco (8.2%), Amazon/Whole Foods (8.1%), Kroger (6.7%) and Albertsons (3.6%).

Kroger [reported](#) higher sales in its first quarter as growth in digital operations and retail media helped offset pressure from transportation costs and price investments.

The grocery retailer said total sales for the quarter were \$46.1 billion, up from \$45.1 billion during the same period a year earlier. Excluding fuel and Vitacost, sales increased 0.5%.

Identical sales excluding fuel rose 1%, while adjusted ecommerce sales increased 19%. Kroger also said profit from its Kroger Precision Marketing retail media business grew more than 20% during the quarter.

Louisville "Back to School Bash" at Store #752



Store and Leadership Updates

Louisville Store #784 Re-Grand



021 Central

Store 822 Lafayette, IN
Re-Grand Opening 8/6

Store 927 Indianapolis, IN
Re-Grand Opening 7/31

016 Columbus

Store 817 Dublin, OH
Re-Grand Opening 7/24

Re-Grand Opening 7/31
Store 664 Wheelersburg, OH

Store 562 Wheeling, WV
Re-Grand Opening 8/7

620 King Soopers

Store 425 Grand Junction, CO
Re-Grand Opening 7/29

018 Michigan

Store 716 Macomb, MI
Re-Grand Opening 8/14

011 Atlanta

Store 478 Marietta, GA
Re-Grand Opening 7/24

Store 682 Marietta, GA
Re-Grand Opening 7/31

024 Louisville

Store 784 Lexington, KY
Re-Grand Opening 8/14

029 Mid Atlantic

Store 555 Tab, VA
Re-Grand Opening 8/12

620 King Soopers

Store 29 Denver, CO
Re-Grand Opening 8/5

Store 440 Montrose, CO
Re-Grand Opening 8/12

Nate Faust named EVP, Chief eCommerce Officer

Kroger named Nate Faust as the company's EVP and Chief eCommerce Officer, effective September 1. Nate will oversee eCommerce and retail media. He will report directly to Greg Foran.

Nate has spent more than two decades building highly impactful eCommerce businesses, most recently at Olive creating a waste-free delivery and returns experience for brands like Rhone, Cynthia Rowley and Rent the Runway. He started his career at Diapers.com, where Nate helped to build the fastest fulfillment network in eCommerce, with free one- to two-day shipping nationwide and same-day delivery in key markets. He then co-founded Jet.com, serving as the company's COO, where he led merchandising, operations and the technology that powered Jet's Smart Cart model.

After Jet.com was acquired by Walmart in 2016, Nate led a multi-year transformation of Walmart's customer delivery experience as SVP of U.S. eCommerce supply chain.

"What sets Nate apart is that his career is built on innovation that made real change for customers," said Greg Foran, Kroger CEO. "Our eCommerce business turned profitable for the first time in our history, and Nate can help us take this strong foundation as we scale this business quickly for our customers."

Nate holds an MBA from Harvard Business School and a B.S.E. in Operations Research and Financial Engineering from Princeton University. Nate is also an Ohio native who understands how important Kroger is to the communities we serve.



Nate Faust

Leadership Updates Continued**Role Changes****Bryan Sant****Bryan Sant announces his retirement**

After 40 years with the company, Bryan Sant, vice president of merchandising for Smith's Food and Drug, will retire at the end of August.

Bryan began his career in 1986 as a grocery clerk and advanced through a variety of leadership roles, including store manager, district manager and merchandising positions, before being named Vice President in 2018. Along the way, he built a reputation for his passion for business and genuine care for people.

Beyond his leadership in the business, Bryan has also made a lasting impact through his commitment to charitable giving, especially in support of local children's hospitals and the communities we serve. He has also served on the Utah Food Industry Board, further contributing to the broader industry and community.

"Bryan's 40-year career is a remarkable example of dedication, leadership, and excellence," said Kenny Kimball, president, Smith's Food and Drug. "He has made a significant impact on Smith's through his commitment to our associates, customers, communities and the merchandising standards he helped define, champion and teach to generations of associates, leaving a lasting mark on our stores and our culture. We are grateful for all he has contributed and wish him, Jenn, and their family continued happiness and adventure in this next chapter."

As Bryan looks ahead to retirement, he is excited to spend more time outdoors with his wife, Jenn, and their family.

Jordan Poff named vice president of merchandising for Smith's Division

Jordan Poff, currently vice president of retail operations, has been named vice president of merchandising for Smith's Food and Drug effective September 1. His successor will be named at a later date.

Jordan joined the company in 2005 as a courtesy clerk in the Cincinnati/Dayton division. In the next 15 years, he progressed through a variety of store, district and division roles of increasing responsibility, gaining broad experience across the business.

During the pandemic, Jordan was selected to lead the total company's rapidly expanding eCommerce operations. He was promoted to director of eCommerce experience and operations in 2020 and vice president of retail operations and eCommerce operations in 2022, for the total company. In early 2025, Jordan joined the Smith's Division as vice president of operations.

Throughout his career, Jordan has led large-scale operational and digital initiatives focused on growing sales, improving the customer experience, strengthening execution, developing large teams and driving business performance.

Jordan is a recipient of Progressive Grocer's GenNext Award and holds a bachelor's degree in business with a minor in economics from Northern Kentucky University. He is also a certified Lean Six Sigma Black Belt, bringing a disciplined, data-driven approach to problem-solving and continuous improvement.

**Jordan Poff**

Kroger Debuts AI Shopping Assistant for Meal Planning

The new assistant can build carts from photos, recipe cards or URLs

Progressive Grocer
Samantha Schober

July 29, 2026

Kroger has introduced its new AI Shopping Assistant designed to help customers plan meals, hunt down products and stretch their grocery budgets.

Shoppers can map out a week of meals, browse recipes and assemble a cart that fits a set budget or dietary restriction. They can also snap a photo of a handwritten grocery list or a recipe card, or simply drop in a URL, and the tool will locate the matching products and build a cart within seconds. The assistant also offers customized product picks and ready-made shopping lists for occasions beyond the everyday, like birthdays or tailgate parties.

According to Kroger, the new assistant offers a way to fold the expertise customers associate with in-store staff into a single AI-driven platform available online. The tool rolled out this week across websites and apps across Kroger's entire network of stores and banners.

"We continue to invest in digital tools that make shopping simpler, more intuitive and more convenient for our customers," said EVP and Chief Digital Officer Yael Cosset. "The AI Shopping Assistant is another example of how we're using technology and AI to help families plan, discover and shop more easily."

Kroger continues to offer pickup and delivery through its own app and website, with delivery available in as little as 30 minutes, plus on-demand ordering through DoorDash, Instacart and Uber Eats.

The grocery giant also [recently revamped its rewards program](#) to give shoppers a more versatile way to spend their points. "Fuel Points," now simply known as "Points," can be redeemed either at the gas pump or in-store to shave dollars off of their grocery carts, with \$1 rewards for every 100 Points spent (up to \$10 a day, according to Kroger). At the gas pump, loyalty members can also save 10 cents per gallon on gas for every 100 points, up to \$1 per gallon.

Cincinnati-based Kroger serves more than 11 million customers daily through an e-commerce and store experience under a variety of banner names.

Store #716 Macomb, MI
Re-Grand Opening





Participants receive a \$100 monthly grocery credit and free Kroger delivery

Kroger Helps Pilot Program Feeding Those in Need

Officials in Winton Hills say those receiving SNAP benefits have access to food they could not afford

Supermarket News
Bill Wilson

August 5, 2026

A grocery delivery pilot program receiving assistance from Kroger in the Cincinnati area is producing encouraging results, WLWT5 reports.

City leaders in Winton Hills released data on the program that feeds more than 370 people. Most receive benefits through the Supplemental Nutrition Assistance Program (SNAP).

Participants receive a \$100 monthly grocery credit and free Kroger delivery. Winton Hills has allocated \$250,000 for monthly credits in the program, according to WLWT5.

Almost 90% of participants say they can purchase groceries that used to be financially out of reach. Families also report eating more fresh and balanced meals.

New SNAP work requirements [took effect](#) in February. The new rules also stipulate that people who do not meet criteria can collect SNAP benefits for no more than three months in any three-year period.

The new eligibility requirements are as follows:

- In order to qualify for the federally funded program, able-bodied people aged 18 through 64 without dependents must now either work or attend an approved work-training program or perform community service at least 80 hours per month in order to receive SNAP benefits. Previously the upper end of the age bracket was 54
- In addition, parents with dependent children aged 14 or older are also subject to the new work requirements, down from the previous minimum age of 18
- Veterans, people under age 25 who recently left foster care, and homeless people are also no longer exempt from the work requirements

According to the Congressional Budget Office, the new work requirements were expected to reduce federal spending by about \$69 billion over the next 10 years and reduce the average monthly number of SNAP recipients by about 2.4 million.