



The APP Manual

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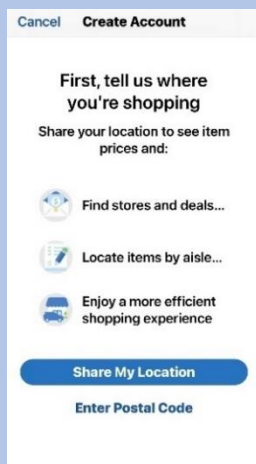
1. First, you will download the Kroger app.

Find the Kroger app on your smartphone's Google play store or Apple App store.

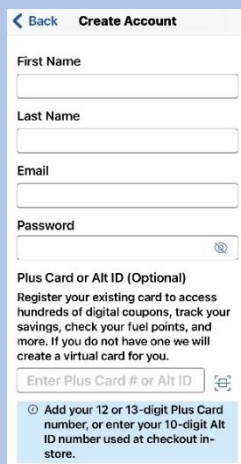


Download the app to your smartphone or device. After this, you will reach this screen.

2. On this screen you will create, or sign into an existing account.

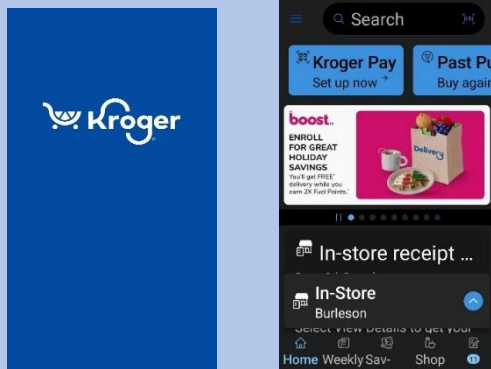


To create an account, you will enter your local store location, name, e-mail address, and phone number and then create a password.

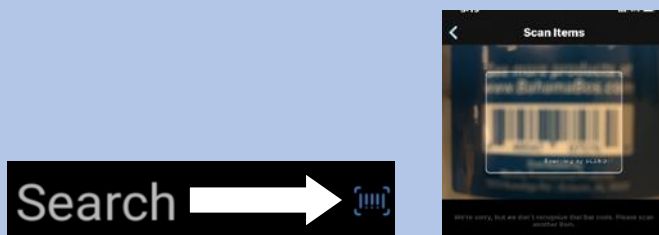
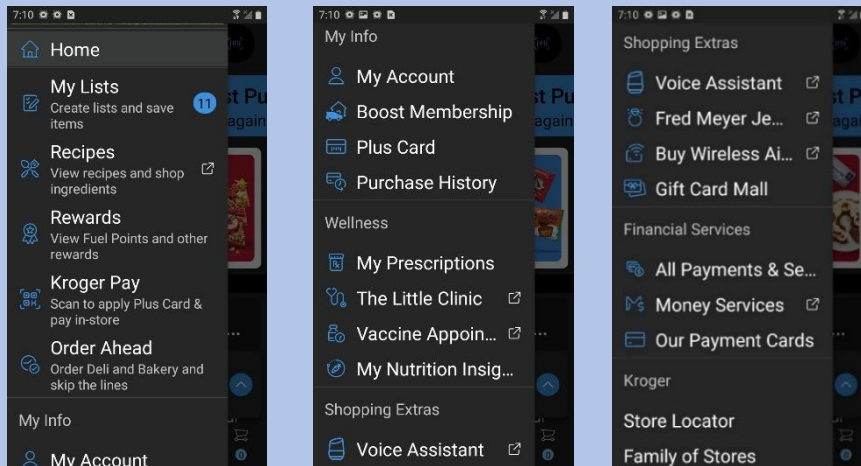


Then you will create an account with your name, email address, and phone number. After this, you can begin viewing weekly sales and getting started with the app.

3. Sign in with your e-mail and password, set up Kroger Pay, and start shopping. Once signed in this is what these screens will appear.



4. Main menu is at the top left or right with options to see the weekly ads and savings, where you can clip coupons and shop.

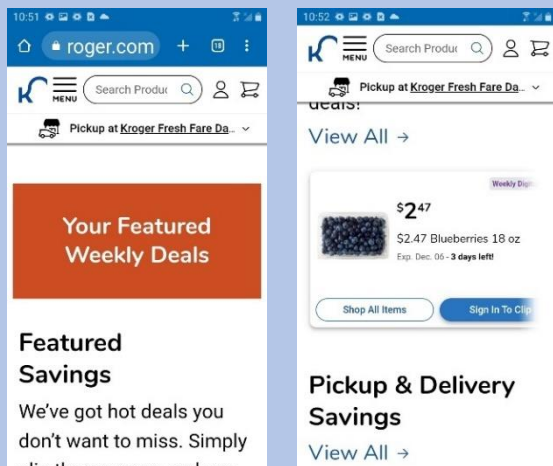


5. Locate items in store and look up digital coupons by scanning QR code on weekly paper ad or on screen.

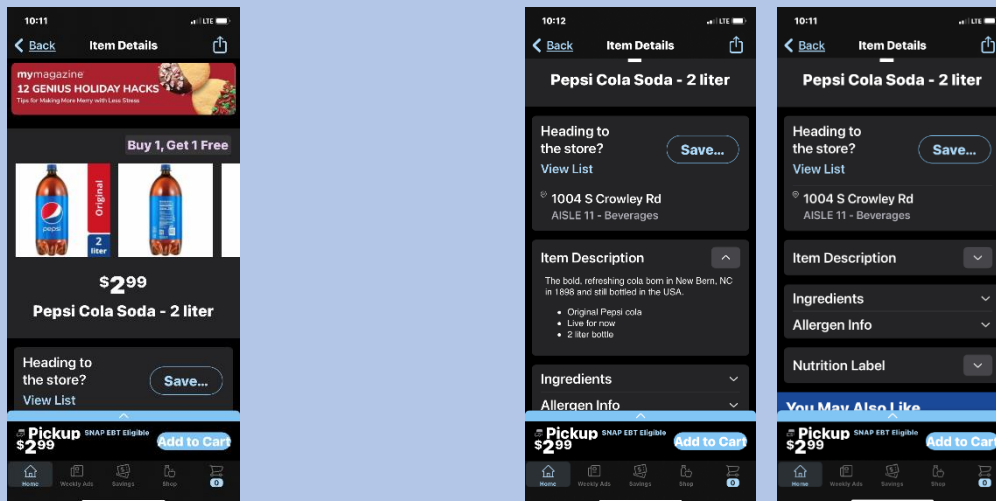


Take picture of the QR Code:

Digital coupon weekly deals appear on screen.



With this icon, you can click, and a picture screen will appear. Now can you find digital coupons immediately or use the bar code on an item to, locate it in the store.

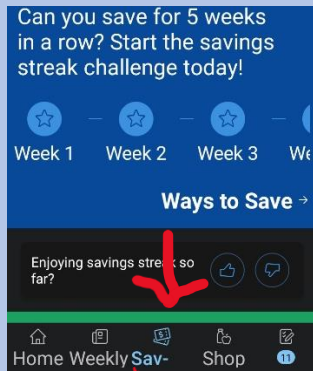


6. Scroll down to see the items featured in the ad. To add items to your shopping list tap the button to the right with the + symbol.

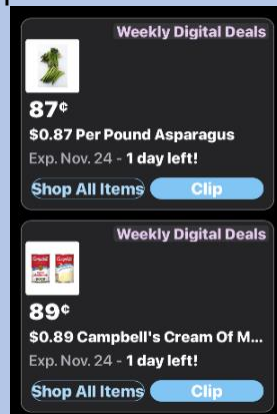


Now you can view your Cart. Tap the weekly Ad button to be taken to this page. Where you can view the weekly ads for your store.

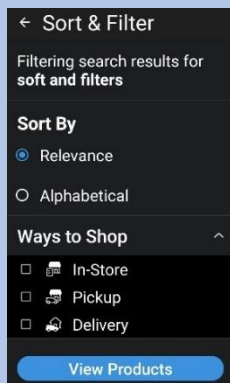
7. Next you will see the savings tab, where you find coupons.



8. Here you have the option to View All coupons.

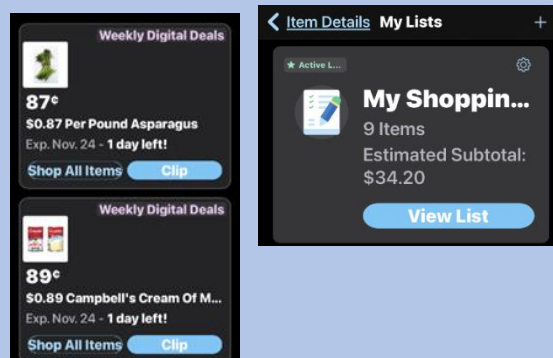


9. Clipping coupons.



10. Filter coupons by department by scrolling to Sort and Filter. You can also Clip coupons here.

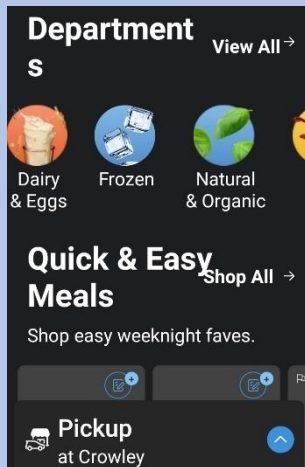
11. After clipping coupons, the discount is applied to your account and savings are immediately deducted.



12. This makes couponing easy.

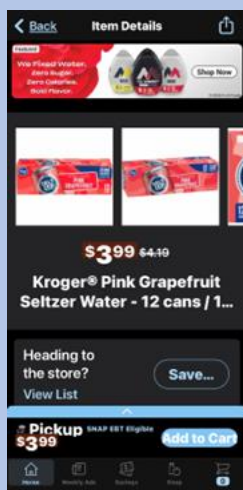


13. Next, you have the shop tab. Here there are different departments, and then you can browse for what you need by going to the department where the item belongs.



14. For instance, If you shop the frozen department, select the top item here, which is frozen. Then browse items in the frozen department and add items to your shopping list or cart.

15. Now tap Add to Cart to add selected items. Tap cart tab on the far right side of this menu at the bottom. Here you see the items you have added to your cart.

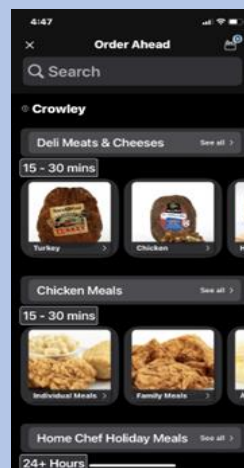
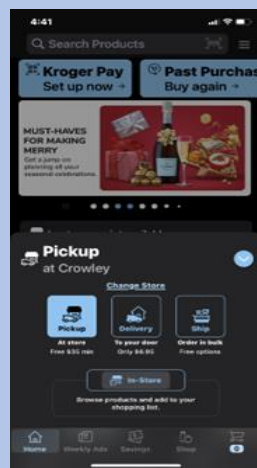
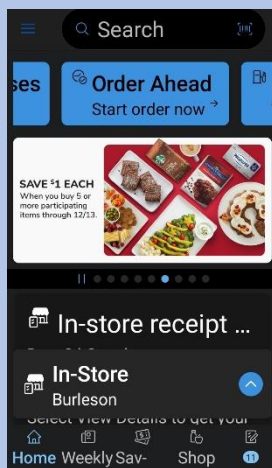


16. Tap on the Cart tab on the far right side of this menu at the bottom where you see items in your cart. Tap Menu icon at the top left or right of the home page and a drop-down menu appears. Here is where you find the shopping list you created on the app.

Online Shopping



17. At the top you can see Order Ahead and Pick-Up options.



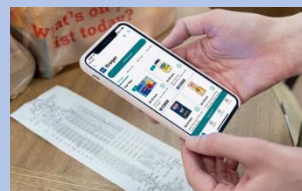
18. At the top, you have a few options, but to order curbside pickup you'll want to be on the pickup tab.

19. Verify your store's location for curbside pick-up. Select a date and time slot for curbside pick-up.

20. On contact information select substitutions allowed or not allowed.

21. Tap continue. Enter your payment information, and your order is complete!

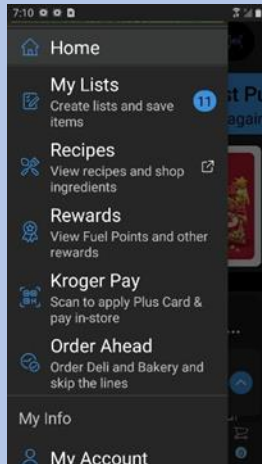
22. At checkout, you will tap check out pickup.



(If we were specifically using the app to do curbside pickup it would be best to go ahead and tap pick up at the top so that you see items that are available for curbside pickup.)

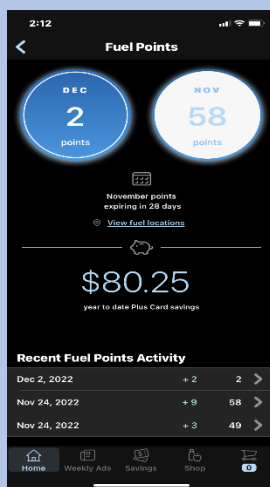
Fuel Points

23. View your account details by pulling up your Kroger Plus card, and look at recent items purchased, prescriptions and gas points.



24. To view fuel points, go to the main menu options bar at the top right/left corner and tap the drop-down menu. Scroll down and tap Rewards.

25. Tap the Fuel Point option beneath Plus Card Rewards.



26. View Fuel Points, applicable dates, locations, Recent Fuel Points Activity, and FAQ's.



US Adult Smartphone Grocery App Users, 2017-2022
millions, % change and % of adult smartphone buyers
Year

Years 2017 2018 2019 2020 2021 2022

Millions 12000, 18000, 22600, 25200, 27900, 30400

30 Million in 2022, 27.9 million in 2021, 25.2 Million in 2020, 22.60 Million in 2019, 18 million in 2018, and 12 million in 2017

