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Kroger opens doors to brand new spoke facility in Louisville, Kentucky

LOUISVILLE, Ky., Aug. 2, 2022 /PRNewswire/ -- The Kroger Co. (NYSE: KR), America's largest grocery retailer, today announced the official opening of a new spoke location in Louisville, Kentucky. The 50,000 square-foot facility will collaborate with the Customer Fulfillment Center (CFC) in Monroe, Ohio and will serve as a last-mile cross-dock location that expands Kroger Delivery's ability to serve more customers in the Greater Louisville area.



"Kroger Delivery is part of our rapidly expanding seamless ecosystem that provides customers with fresh and quality products – anytime and anywhere," said Bill Bennett, Kroger Vice President and Head of E-commerce. "We are thrilled to expand Kroger's offerings to more Louisville customers with a truly differentiated customer experience. Local Kentucky residents can use Kroger.com or the Kroger app to check the weekly circular, select personalized digital coupons, search products by dietary preference and ultimately place their order. Customers will enjoy receiving their orders directly from our refrigerated trucks and delivered by trained Kroger uniformed associates, giving customers an unparalleled first-class delivery experience."

The spoke facility will employ up to 161 full-time associates. Also, as part of Kroger's commitment to end hunger and eliminate waste through its Zero Hunger | Zero Waste social environmental impact plan, the site will use recyclable bags and is working to partner with local food banks.

Local shoppers also have access to the newly launched [Boost by Kroger](#) annual membership program. For either \$59 or \$99 per year, Boost provides customers with benefits like unlimited free delivery on orders of \$35 or more and two Fuel Points for every \$1 spent on groceries and general merchandise purchases through Delivery, Pickup and in-stores. Kroger estimates the membership can save customers more than \$1,000 per year on fuel and grocery delivery.

"Louisville has long been a driver of innovation in the logistics and in the food and beverage industries, and as such, Louisville is uniquely poised to fuel the workforce and innovation demands necessary to drive these industries into the future," said Mayor Greg Fischer. "I am excited to join our partners at Kroger to celebrate this new dynamic facility that will drive high-quality customer service."

Kroger Delivery Explained

The expansion in Louisville represents an extension of a partnership between Kroger and Ocado, a world leader in technology for grocery e-commerce. In 2018, the companies announced a collaboration to establish a delivery network that combines artificial intelligence, advanced robotics, and automation in a bold new way, bringing first-of-its-kind technology to America.

The delivery network relies on highly automated fulfillment centers. At the hub sites, more than 1,000 bots move around giant 3D grids, orchestrated by proprietary control systems. The grid, known as The Hive, contains totes with products and ready-to-deliver customer orders. As customers' orders near delivery times, bots retrieve products from The Hive and present them at pick stations for items to be sorted for delivery, a process governed by algorithms that ensures items are intelligently packed. For example, fragile items are placed on top, bags are evenly weighted, and each order is optimized to fit into the lowest number of bags, reducing plastic use. Bags are also recyclable, reflecting Kroger's commitment to its Zero Hunger | Zero Waste commitment to rid its communities of hunger and waste.

Kroger's end-to-end cold solutions keep groceries fresh once loaded into customized refrigerated delivery van, which can store up to 20 orders. Powerful machine learning algorithms optimize delivery routes, considering factors such as road conditions and optimal fuel efficiency. Vans may travel up to 90 miles with orders from the hub and spoke facilities to make deliveries. Associates at the spoke facility will deliver orders within their service area, adding ZIP codes as demand grows.

Kroger currently operates customer fulfillment centers in Monroe, OH, Groveland, FL, Forest Park, GA (Atlanta), Pleasant Prairie, WI, Dallas, TX and Romulus, MI (Detroit), with additional customer fulfillment centers slated for California, Frederick, MD, Phoenix, AZ, Cleveland, OH, Charlotte, NC, Aurora, CO (Denver), as well as South Florida and the Northeast.

Media Assets

To download Kroger Delivery photography and video, visit [here](#).

About Kroger

At The [Kroger](#) Co. (NYSE: KR), we are Fresh for Everyone™ and dedicated to our Purpose: To Feed the Human Spirit®. We are, across our family of companies, nearly half a million associates who serve over 11 million customers daily through a seamless shopping experience under a variety of [banner names](#). We are committed to creating #ZeroHungerZeroWaste communities by 2025. To learn more about us, visit our [newsroom](#) and investor relations [site](#).

About Ocado Group

Ocado Group is a UK based technology company admitted to trading on the London Stock Exchange (Ticker OCDO). It provides end-to-end online grocery fulfillment solutions to some of the world's largest grocery retailers and holds a 50% share of Ocado Retail Ltd in the UK in a Joint Venture with Marks & Spencer. Ocado has spent two decades innovating for grocery online, investing in a wide technology estate that includes robotics, AI & machine learning, simulation, forecasting, and edge intelligence.

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