



Kroger Launches E-Coupon Center

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CINCINNATI — Kroger Co. has unveiled a digital coupon center for offers that can be linked to Kroger Plus Cards.

Rather than simply provide links to vendor-specific digital coupon programs as it's done in the past, Kroger is aggregating more than 100 digital coupons at www.kroger.com/digitalcoupons. The most popular include 50 cents off Kroger Deluxe Ice Cream, 48-ounce; \$2 off Tide liquid detergent, any size; and \$3 off Bounty paper towels, 12-pack or larger.

“Our customers asked [us] to make online coupons easier for them to use and we listened,” said Evan Anthony, vice president of corporate marketing and advertising for Kroger, in a statement.

The retailer did not return SN's request for comment.

Shoppers can sort deals representing a broader range of CPG companies, by popularity, expiration, value and most recent.

For the first time digital offers for Kroger's corporate brands are also featured prominently, said Ken Fenyo, chief executive officer for YOU Technology, which manages the digital coupon center.

“Kroger is trying to create one place where its shoppers can go to get the best offers available on the Web,” Fenyo said.

To access offers, shoppers add their Kroger Plus Card information to a Kroger.com account. They can load up to 150 coupons to their card. Deals are available for use about an hour later and expire within six weeks of being loaded to the digital coupon center.



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