



Wellness Your Way



Wellness Your Way



Wellness Your Way is our new health and wellness initiative, rolling out nationwide in February 2018. Our mission is to feed the human spirit and help Customers lead healthier lives. We're living up to these promises through personalized health and wellness solutions that enable Associates to meet Customers wherever they are on their journey to health.



Feel Better

We offers a wide variety of over-the-counter health and first-aid products to help keep Customers feeling their best.



Get Movin'

We recognize that health and wellness means something different to us all. We'll partner with our Customers to help them reach their individual goals.



Wellness Your Way



Eat Healthy

As a grocer, food is at core of what we do, and it always will be. Wellness Your Way focuses on the idea of food as medicine, as the food we choose to eat is vital in our overall health and can be the best preventative measure to take against sickness.



Stay Well

We operate nearly 2,200 retail Pharmacies in 31 states, each staffed with caring professionals dedicated to helping people lead healthier lives. Our Pharmacists provide more than just prescriptions and over-the-counter medications; they provide advice and support, and are a trusted source of information.



Be Proactive

The Little Clinic is a pioneer in Customer-focused healthcare with a mission to help people live healthier lives. Their board-certified nurse practitioners and physician assistants provide high quality, affordable healthcare conveniently located inside your neighborhood Kroger store.





What are you looking for today?



Find a Store to Shop

Shop Departments

Savings & Rewards

Shop Brands

Recipes & Ideas

Pharmacy & Wellness

Welcome Sign In

Shopping Cart \$0.00

Wellness Your Way



We've got all the tools you need to start living better, every day.

From healthy foods and recipes that help protect you from illness to health guidance from our in-house dietician experts and coupon savings on wellness products, we're here to help you live your best life. That's Wellness Your Way.

Shopping Cart

To create and edit your shopping cart, sign in to your account.

[Sign In](#)

Don't have an account?

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Tips, Exclusive Coupons & Recipes for Essential Fall Wellness !

[Get Started](#)

Health & Nutrition Quick Links



Wellness Your Way

CONNECT

- **Wellness Your Way Connect** is a Free program that connects our customer's grocery (nutrition) records and pharmacy records which allows Kroger to send them personalized health tips from our experts and coupons from rest of store to help with their health & wellness journey

WHY WYWC IS IMPORTANT?

People want to be healthy but they often feel confused and alone. We can make a difference in helping patient's live healthier lives. Customers' believe grocers have an important role to play in a healthy lifestyle... and we agree!

Customers win by:

- Saving money on the products they buy
- Learning more about their health & the products they use
- Improving their overall health & wellness with tips and tricks for healthy living from experts
- Ultimately be able to live healthier lives through solutions that combine health, wellness and nutrition



Wellness Your Way

CONNECT



TECHNICIAN PROMPT



PATIENT ENROLLS



HIPAA AUTH SIGNED



EMAIL SENT



PATIENT COMMUNICATION



OptUP

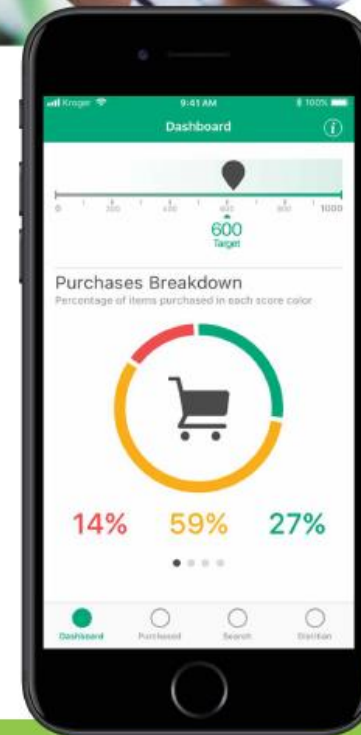


Introducing Our **NEW** App

Navigating nutrition is *easier than ever!*

- See your purchase history and the **nutrition scores** for your favorite items.
- View your overall household nutrition score and **track your progress**.
- Scan items to find nutrition facts and **recommended alternatives**.
- Add better-for-you options to your online order with **personalized recommendations**.

Brought to you by

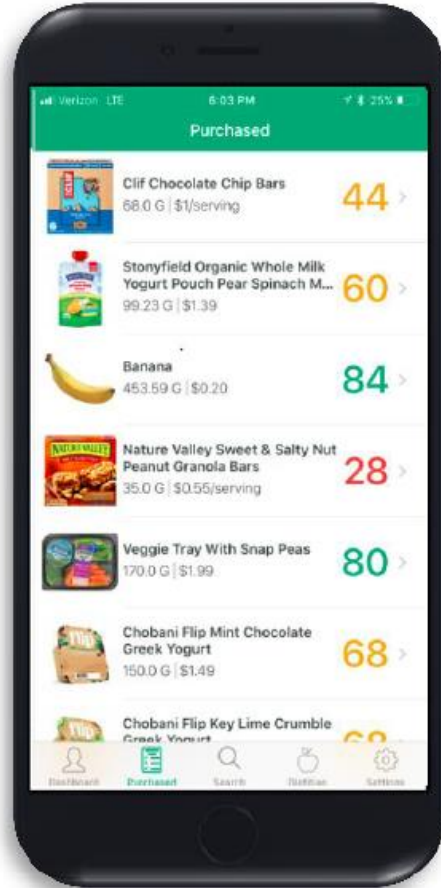


Download our **OptUP** app today!

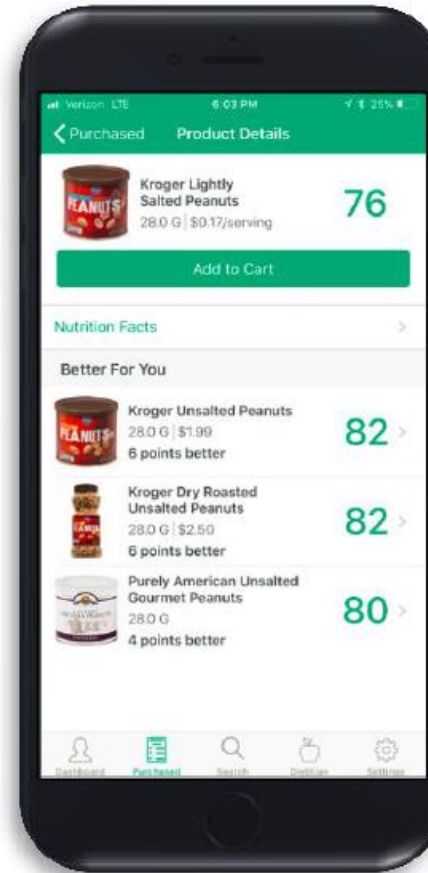


OptUp makes healthy shopping easier!

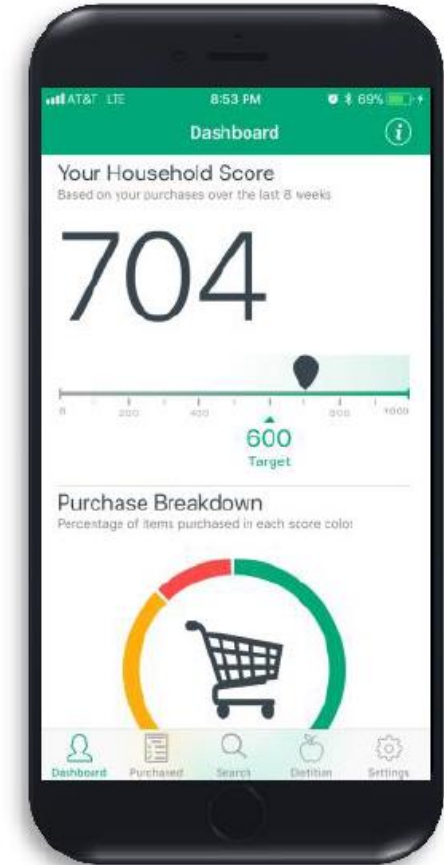
EVALUATE WHAT YOU BUY



MAKE A CHANGE



TRACK OVERTIME



OptUP

KEY FEATURES



See the product scores of items you buy



Get personalized product recommendations



See your household purchases dashboard



Scan and search items to find product alternatives and nutrition facts



Add better for you options to your cart

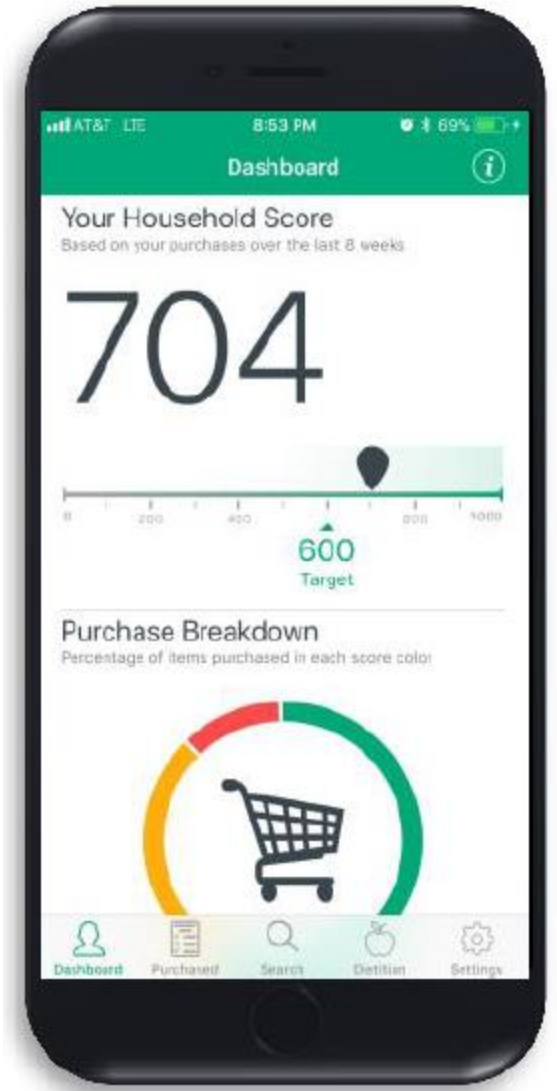


What does an OptUP product score mean?

Our scores are based on a nationally recognized nutrient profiling system that has been enhanced by our internal team of registered dietitians.

This system helps summarize the various pieces of information on the nutrition label and makes it easy to compare like products and find better for you options.

OptUP



PRODUCT CATEGORIES

Products are scored 1-100 and placed in one the following three categories:

GREEN (71+)

Indicates a “better for you” item within a category. These foods are lower in saturated fat, sodium, sugar, and calories and may be higher in fiber, protein, and fruit/vegetable/nut content.

YELLOW (36-70)

These foods may be somewhat higher in saturated fat, sodium, sugar, and calories and may be lower in fiber, protein, and fruit/vegetable/nut content as compared to green foods in the same category.

RED (1-35)

Indicates items to be consumed occasionally. These foods may be high in saturated fat, sodium, sugar, and calories and are likely low in fiber, protein, and fruit/vegetable/nut content.



OptUp... what's new!



Dillons



OptUP



ScanBagGo

Dashboard

Recent Score Change
Updated yesterday at 5:39 PM

▲ **6** Nice Work!

MY OPTUP SCORE MY OPTUP SCORE TREND

Based on the nutrition ratings of your purchases over the past 8 weeks.


629

0 200 400 600 800 1000

600 Target

PURCHASES AT-A-GLANCE 71-100 36-70

Product Details

 Kroger® Natural Sour Cream
\$1.39

46

SAVE TO FAVORITES SEND TO CART

Dietary Tags


- No Artificial Sweeteners
- No Artificial Colors/Flavors
- Keto Friendly

PERSONALIZE

Better For You



Product Details



Kroger® Natural Sour Cream
\$1.39 46

[SAVE TO FAVORITES](#) [SEND TO CART](#)

Dietary Tags

- No Artificial Sweeteners
- No Artificial Colors/Flavors
- Keto Friendly

[PERSONALIZE](#)

Rating Factors

Better For You

Personalize

Dietary Tags

Following a specific diet or looking to avoid certain ingredients? Toggle any of the preferences below to personalize your experience.

- Heart Smart
- High Protein
- Immune Boosting
- Keto Friendly
- No Artificial Colors/Flavors
- No Artificial Sweeteners

Product Details

[PERSONALIZE](#)

Rating Factors

Negatives	Positive
Calories <div style="width: 20%; background-color: red; height: 5px;"></div>	Protein <div style="width: 80%; background-color: gray; height: 5px;"></div>
Saturated Fat <div style="width: 80%; background-color: red; height: 5px;"></div>	Fiber <div style="width: 10%; background-color: gray; height: 5px;"></div>
Sodium <div style="width: 10%; background-color: gray; height: 5px;"></div>	Plant-Based Bonus <div style="width: 10%; background-color: gray; height: 5px;"></div>
Total Sugar <div style="width: 10%; background-color: gray; height: 5px;"></div>	

[NUTRITION FACTS](#)

Better For You



67% 4:01 PM

← Nutrition Facts


Nutrition Facts
 Serving Size 30 G
 Servings Per Container 15

Amount Per Serving	
Calories 60	Calories from Fat 50
	% Daily Value
Total Fat 6g	9%
Saturated Fat 4g	18%
Trans Fat N/A	
Cholesterol 0mg	7%
Sodium 15mg	<1%
Potassium 0mg	0%
Total Carbohydrate 1g	<1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 0g	
Vitamin C	0%
Calcium	0%
Iron	0%
Vitamin D	0%


Ingredients:
 Cultured Cream, Skim Milk and Enzymes.


67% 4:01 PM


← Product Details

 Kroger® Natural Sour Cream \$1.39 **46**

Better For You


 Kroger® 4% Milkfat Large Curd Cottage Che... \$1.39 **64**
18 points better

 Kroger® 2% Lowfat Small Curd Cottage Ch... \$1.39 **68**
22 points better

 Kroger® 4% Milkfat Small Curd Cottage Ch... \$1.99 **64**
18 points better

70% 4:30 PM

← Product Details


 Kroger® 4% Milkfat Large Curd Cottage Cheese \$1.39 **64**

SAVE TO FAVORITES SEND TO CART

Dietary Tags
 High Protein

PERSONALIZE

Better For You

 Kroger® CarbMaster™ Strawberry Rhubarb Lo... \$1.00 **72**
8 points better



Download the app!!
Start tracking your purchases
today!!



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What are you looking for today?



Find a Store to Shop! ▾

Shop Departments ▾ Savings & Rewards ▾ Shop Brands ▾ Recipes & Ideas ▾ Pharmacy & Wellness ▾

Welcome Sign In ▾

\$0.00

BOGO
— Sale —

Buy 1, Get 1 FREE! Now Through October 30, with Card
[Shop Now](#)

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[Shop All](#)



Start My Cart

Shop All



Select a store to view price

Apple - Honeycrisp
1 lb

Sign In to Add



Select a store to view price

Avocado - Large
1 ct

Sign In to Add



Select a store to view price

Broccoli
1 lb

Sign In to Add



Select a store to view price

Cauliflower
1 each

Sign In to Add

Select a store to view price

Let
1 ea



5 Ingredients or Less Recipes

[View All](#)



Fresh Tomato Salad

🕒 30 mins | 🍴 4 Ingredients

[Shop Ingredients](#)



Chilled Beet Soup

🕒 1 hr 40 mins | 🍴 4 Ingredients

[Shop Ingredients](#)



Miso Soup with Shrimp

🕒 10 mins | 🍴 4 Ingredients

[Shop Ingredients](#)



Rice Cooker Miso Soup

🕒 12 mins | 🍴 5 Ingredients

[Shop Ingredients](#)

Chicken and Poultry Dinner Recipes

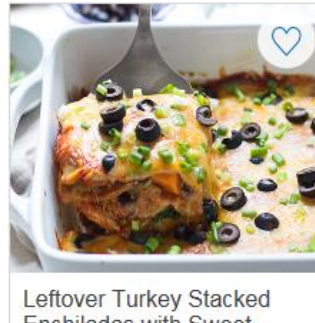
[View All](#)



Shepherd's Pie Stuffed Acorn Squash

🍴 14 Ingredients

[Shop Ingredients](#)



Leftover Turkey Stacked Enchiladas with Sweet Potato, Black Beans and Spinach

🕒 1 hr | 🍴 17 Ingredients

[Shop Ingredients](#)



Baked Parmesan Chicken Tenders

🕒 30 mins | 🍴 8 Ingredients

[Shop Ingredients](#)



Easy Garlic Parmesan Chicken Pasta

🍴 8 Ingredients

[Shop Ingredients](#)

Shopping Cart

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Kroger Ship



ship.kroger.com



HOME CHEF

homechef.com



vitacost.com





Wellness Your Way

