



# Kroger and NVIDIA to Reinvent the Shopping Experience Through State-of-the-Art, AI-Enabled Applications and Services

## Strategic Collaboration to Advance Key Kroger Freshness Initiatives From Farm to Plate

The Kroger Co. (NYSE: KR) and NVIDIA today announced a strategic collaboration to reimagine the shopping experience using AI-enabled applications and services.

Kroger, the nation's largest grocer, and NVIDIA will build a state-of-art AI lab and demonstration center to expand Kroger's freshness initiatives, improve shipping logistics and create a better shopping experience in stores through digital twin simulations — virtual models designed to accurately reflect store layouts and other operations.

“Our collaboration with NVIDIA supports Kroger's ‘Fresh for Everyone’ commitment,” said Wesley Rhodes, vice president of Technology Transformation & Research and Development at Kroger. “We look forward to learning more about how AI and data analytics will further our journey to provide our customers with anything, anytime, anywhere.”

The lab will be located in Kroger's Cincinnati-based headquarters office. It will use the [NVIDIA AI Enterprise](#) software suite for retail, [NVIDIA Omniverse™ Enterprise](#) to build digital twin simulations and NVIDIA cuOpt to explore logistics optimizations. The initial installation will use nine [NVIDIA DGX™ A100 systems](#), [NVIDIA InfiniBand networking](#) and [NVIDIA RTX™ workstations](#) to gather actionable insights on the grocer's nearly 2,800 stores across the United States.

“NVIDIA and Kroger's collaboration on AI and digital twins will further expand Kroger's digital technology leadership,” said Azita Martin, vice president and general manager of Retail at NVIDIA. “Kroger already is delivering excellent customer experiences in stores and providing fast home delivery. With NVIDIA AI, shoppers gain more personalized experiences in physical stores and online.”

The companies will explore how NVIDIA technology can:

- Identify early indicators of deteriorating freshness through computer vision and analytics.
- Use dynamic routing for last-mile delivery to ensure freshness from farm to plate
- Optimize store efficiency and processes with digital twin store simulation

Learn more about Kroger's AI journey in the [NVIDIA GTC AI Implementers Panel](#). To learn more about NVIDIA AI software, watch the [GTC 2022 keynote](#) from NVIDIA CEO Jensen Huang, and [register for GTC](#) for free to attend sessions with NVIDIA and industry leaders.

### 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 NVIDIA

NVIDIA's (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market and has redefined modern computer graphics, high performance computing and artificial intelligence. The company's pioneering work in accelerated computing and AI is reshaping trillion-dollar industries, such as transportation, healthcare and manufacturing, and fueling the growth of many others. More information at <https://nvidianews.nvidia.com/>.

Certain statements in this press release including, but not limited to, statements as to our strategic collaboration with Kroger and the benefits and impact thereof are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: global economic conditions; our reliance on third parties to manufacture, assemble, package and test our products; the impact of technological development and competition; development of new products and technologies or enhancements to our existing product and technologies; market acceptance of our products or our partners' products; design, manufacturing or software defects; changes in consumer preferences or demands; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems; as well as other factors detailed from time to time in the most recent reports NVIDIA files with the Securities and Exchange Commission, or SEC, including, but not limited to, its annual report on Form 10-K and quarterly reports on Form 10-Q. Copies of reports filed with the SEC are posted on the company's website and are available from NVIDIA without charge. These forward-looking

statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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