

Kroger Hurts Families



A REPORT BY THE CENTER FOR RESPONSIBLE FOOD BUSINESS

Kroger's Pricing Problem

Overcharges, misleading discounts, and the erosion of customer trust

SEPTEMBER 2026



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Executive summary

Every year, Kroger sells groceries to roughly 63 million households across numerous brands, operating nearly 2,800 supermarkets across 35 states and Washington, D.C.

In May 2026, the Center for Responsible Food Business (CRFB) launched a consumer-protection campaign addressing concerns about systemic pricing, quality, and consumer privacy issues at Kroger. CRFB's campaigns are powered by the experiences of real people, so this one began by gathering customer input. Through television ads in Ohio, Kentucky, Tennessee, and Texas and an online public portal, we invited Kroger customers and employees to share their concerns about the company.

The response exceeded expectations. As of August 21, 2026, the portal had received over 2,500 submissions, overwhelmingly from the four states where the ads ran, with many coming from the Cincinnati region where Kroger is headquartered. Shoppers, current and former employees, and even Kroger vendors and suppliers submitted accounts detailing numerous ways in which Kroger's business practices hurt its customers. The Kroger Hurts Families campaign was built on these accounts, and this report summarizes what they told us.

We expected to hear about rising prices, and we did. Prices that are too high, increasing, or unaffordable were the most common complaint; 40 percent of testimonials, many from seniors, single parents, and families, describe a struggle to afford Kroger's food.

But the most troublesome pattern in the testimony was something more specific than expensive groceries. In 557 accounts representing nearly 30 percent of relevant submissions, shoppers told us the price on the shelf is often not the price they pay at the register. Whether through shelf tags that don't ring up or digital coupons that don't apply, shoppers report that register totals are frequently wrong and, in one shopper's words, "ALWAYS in Kroger's favor." Customers encounter this issue so frequently that many describe photographing shelf tags and auditing receipts line by line, a troubling ritual for something as simple as a grocery shopping trip.

Government records independently document overcharging. Through public-records requests, CRFB obtained price-accuracy inspections conducted by weights and measures officials at various Kroger stores in Ohio dating back to 2022. Fifteen percent of inspections failed; in one Cincinnati-area county, half did. The overcharges averaged more than 20 percent of the item's shelf price.

Customers told us they aren't just tired of high prices and overcharging; they feel manipulated and exploited by Kroger in countless other ways. They describe misleading sale signage; digital-only prices that exclude seniors, disabled shoppers, and people without smartphones; and higher prices in communities where Kroger faces no competition.

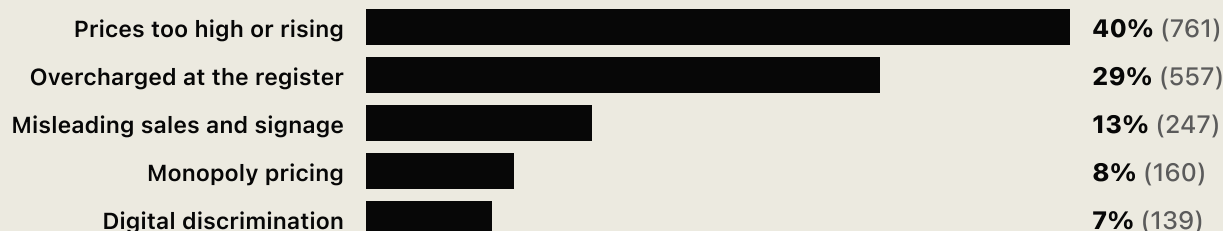
The evidence in this report describes a company that has given shoppers reason not to trust its advertised prices. CRFB is calling on Kroger to honor its price tags, make discounts accessible, provide clear remedies for overcharges, and stop charging more in communities with few alternatives. The campaign's broader demands on consumer privacy and food quality also appear at the end of this report.

1,906

relevant accounts analyzed

What Kroger's shoppers describe

Share of the 1,906 relevant submissions describing each pattern · categories overlap, so shares do not sum to 100%



Source: testimonials submitted to KrogerHurtsFamilies.com, June 17 – August 21, 2026.

Methodology

COLLECTED TESTIMONIALS

Between June 17 and August 21, 2026, 2,520 testimonials were submitted through KrogerHurtsFamilies.com, a public portal operated by CRFB. The portal presented a single open text field with no questions, prompts, multiple-choice options, or categories, and no limit on length. The themes were assigned after submission rather than selected by respondents from a list.

Submitters could optionally provide a name, email address, and state. To protect submitters' privacy, CRFB has withheld all names and email addresses. Testimonials appear in this report identified only by state, where provided, and by a submission number corresponding to the record on file with CRFB.

Submissions were reviewed individually and categorized by theme, and categories are not mutually exclusive. Irrelevant submissions were set aside as not applicable (blank or test entries, off-topic remarks, or comments on the campaign itself); the remaining 1,906 relevant testimonials are the denominator for all testimonial percentages in this report.

All aggregate figures in this report are computed across the full set of substantive submissions, including those whose authors did not consent to public sharing; no aggregate figure identifies any individual.

Quotations are reproduced as submitted, except that obvious typographical errors (misspellings, stray or missing punctuation, and similar slips of the keyboard) have been minimally corrected for readability. No correction alters the substance or emphasis of any account, and omissions are marked by ellipses. Original, unedited submissions are on file with CRFB.

These testimonials are voluntary, self-reported accounts submitted through a campaign website critical of Kroger; they are not a random sample of Kroger customers, and CRFB has not independently verified each account. They are included alongside available corroborating findings from courts, federal agencies, and independent investigations.

In August 2026, an independent professional researcher and fact-checker reviewed the dataset, verified the category totals, and checked the report’s sourcing. The figures published here reflect that verification.

A small number of quotations in this report are drawn from submissions received after the August 21 analysis cutoff. The portal remains open, and submissions continue to arrive daily, describing the same practices documented throughout this report. Some were too significant to omit. These quotations are identified where they appear and are included for what they describe, but they are not counted in any figure or percentage in this report.

PUBLIC RECORDS REQUESTS

CRFB filed public-records requests with nine Ohio jurisdictions (Butler, Fairfield, Hamilton, Delaware, Licking, Montgomery, Lucas, and Franklin counties and the City of Columbus), asking each for its Kroger price-verification inspections from 2022 through the request dates in 2026.

These inspections, conducted by county and city weights-and-measures officials, test whether the price on the shelf matches the price charged at the register. Some inspections are routine; others are prompted by customer complaints. The inspection reports record the store, date, sample size, each item’s shelf and register prices, and a pass/fail result. In total, we received data on 389 inspections, 101 stores, and 45,821 items, covering 2022 to mid-2026.

We tallied the results directly from those documents, counted every item that scanned at a price different from its shelf tag, and cross-checked our totals against each agency’s own published summary statistics. The City of Columbus and the Franklin County Auditor run separate weights-and-measures programs covering different Kroger stores; we confirmed no store was counted twice. The records are public; any reporter can request the same inspection reports from an Ohio county auditor’s office (or the City of Columbus), and CRFB will share its full document set on request.

FINDINGS

Finding 1. Overcharging



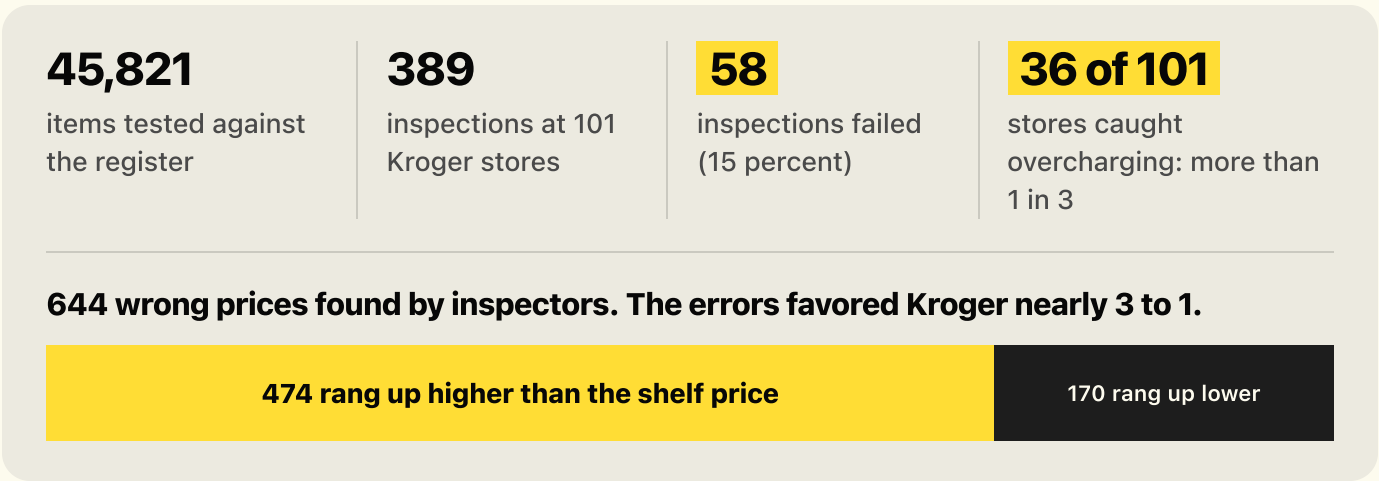
Among the most common grievances in the submission dataset is that the price on the shelf, in the weekly ad, or on a digital coupon is not the price charged at the register. 557 testimonials (29 percent) describe this issue.

Many of these shoppers say the problem is not an occasional glitch but a recurring nuisance that they must actively police with photographs of shelf tags, line-by-line receipt audits, and repeat trips to the customer-service desk. Some testimonials note that the shoppers least able to audit their receipts (the elderly, the disabled, the rushed working parent) are the least likely to catch these errors.

These counts should be read as a floor rather than an estimate of prevalence. A shopper who does not compare the shelf price to the receipt has no way of knowing an overcharge occurred, and most shoppers do not make that comparison on a routine basis. CRFB is conducting independent polling to estimate the prevalence of this problem across Kroger’s customer base and will report those findings separately.

Overcharging at Kroger has been independently documented. In spring 2025, an investigation by Consumer Reports, The Guardian, and the Food & Environment Reporting Network [found](#) more than 150 items with expired sale tags that rang up at full price, producing an average overcharge of \$1.70 per item, 18.4 percent above the advertised price. Shoppers checked 26 Kroger-owned stores across 14 states and the District of Columbia; a third of the tags had been expired for at least ten days.

A public record of overcharging



Building on Consumer Reports’ findings, CRFB obtained government records covering 389 price inspections at 101 Kroger stores across nine Ohio jurisdictions between 2022 and mid-2026.

Fifty-eight of those inspections, 15 percent, failed. In total, inspectors recorded 644 incorrect prices: 474 overcharges and 170 undercharges. When the register was wrong, the error favored Kroger nearly three times as often as it favored the shopper. Across all nine jurisdictions, the overcharges inspectors found averaged more than 20 percent of the item’s price.

One Kroger on Siebenthaler Avenue in Dayton, for example, failed three separate government price inspections, and complaints in the same records allege “senior abuse” over the store’s pricing. According to [U.S. Census Bureau survey data](#), the store’s ZIP code is 77 percent Black, and one in four of its residents lives below the poverty line.

In Butler County, in the Cincinnati suburbs, inspectors tested all ten of the county’s Kroger stores, and 13 of 26 inspections (50 percent) failed. The City of Columbus’s own published statistics put the average overcharge found in its Kroger inspections at 32.2 percent of the item’s price, compared with 18.4 percent in the separate Consumer Reports [investigation](#). At one Worthington store, a single 2025 inspection found twelve items overcharged and none undercharged, for a 76 percent accuracy score.

Most of the gaps were small, but some were much larger:

	PRICE ON THE SHELF		PRICE AT THE REGISTER	
Conair styling tool	\$15.99	→	\$77.99	+388%
Cooking spray	\$0.49	→	\$3.29	+571%
Starburst jelly beans	\$2.04	→	\$6.79	+233%
Organic honey (jar)	\$0.99	→	\$3.29	+232%
Blood-pressure monitor	\$9.99	→	\$19.99	+100%

Figure 1. Examples of overcharges documented in Ohio inspection records obtained by CRFB. Percentages show how far the register price ran above the shelf price.

Two jurisdictions issued formal citations. On November 4, 2025, a Licking County inspector failed the Kroger in Hebron at 86 percent accuracy and issued a Notice of Violation under Ohio’s misrepresentation-of-price statute, ORC 1327.54, with a handwritten instruction on the form: “Have prices fixed ASAP. This store will be rechecked for shelf price accuracy in the next 15 to 30 days.”

The same week in Columbus, a city inspector verified a shopper’s complaint that Gevalia coffee advertised at \$8.49 was ringing up \$12.49 on a sale tag two weeks expired, citing the store under City Code 2905.07(D), which makes it unlawful to “misrepresent the price of any commodity ... or represent the price in any manner calculated or tending to mislead or in any way deceive a person.”

Re-inspected fifteen days after the Hebron violation notice, the same store scored 100 percent. This makes clear that price accuracy is not beyond Kroger’s ability; it is only prioritized when the company is held accountable.

When shoppers complained, inspections repeatedly validated their concerns. In eight of the ten Columbus complaint investigations produced to CRFB, the store failed the resulting inspection, was cited, or the specific mispriced item was verified.

In Butler County, both complaint-triggered inspections failed; one found 18-count Kroger eggs tagged \$3.99 ringing up at \$6.19, an overcharge the inspector traced to a digital coupon that failed to apply. In Hamilton County, Kroger’s home county, an inspector found raspberries advertised at \$1.47 ringing up at \$3.49 where the advertised price required scanning a weekly digital deal. He wrote his own conclusion into the inspection report: “I believe this to be misleading and confusing for the customer.”

The records also help explain one reason why these price mistakes happen. One shopper who complained to the Ohio Attorney General about expired sale tags said Kroger’s customer-service desk admitted staff “had not had time to remove all the old stickers yet.” Employee testimonials we received echo this problem:

"I work at Kroger and the problem with items ringing up wrong is because they cut hours they don't have enough people doing tags, meaning when a new ad comes out they have to take down the old ones and they (the company) only gives you 1 maybe 2 people to do the WHOLE STORE in 8 hrs"

Kroger employee, Texas (Testimonial No. 208, on file with CRFB)

Consumer Reports' investigation further corroborates this with its finding that Kroger stores with significant pricing errors had cut staff by about 10.3 percent since 2019, deeper cuts than at stores with fewer errors.

According to public records CRFB obtained from the Colorado Department of Agriculture, this is the same refrain store managers in Kroger's Colorado division told state inspectors: corporate pushes as many as 15,000 to 20,000 price changes to a single store in one transmission, with as few as one employee assigned to change the tags. Kroger sets both the volume of price changes and the labor budget to execute them. In some cases, the wrong price on the shelf is an avoidable consequence of inadequate staffing.

Whatever explains the discrepancies, shoppers bear the cost, and many have learned to shop on guard.

"I have my phone camera on when I shop at Kroger. The reason? Many sale priced items don't ring up the sale price at the register. This has happened so often that I started taking a picture of the marked sales price and when it rings up incorrectly, I have the register clerk make the correction. Can't tell you how often I was overcharged in the past."

Kroger shopper, Texas (Testimonial No. 2198, on file with CRFB)

"The employees at the customer service desk practically know me by name since I CONSTANTLY take my receipts there to show that I did not receive my discount – or some other error – ALWAYS in Kroger's favor."

Kroger shopper, Texas (Testimonial No. 822, on file with CRFB)

"I get overcharged every time I go to Kroger. You cannot keep up with the cashier ... Before I leave the store, I have to check my receipt then wait in line to get my refund. Or if the line at the service desk is too long I have to make a trip back to the store! Not only is this stressful, it's time consuming and terrible business when you continually overcharge customers."

Kroger shopper, Ohio (Testimonial No. 2074, on file with CRFB)

"For years I have noticed that nine out of 10 times when I go into a Kroger store, they charge me more than what the item is priced. I rarely go in anymore because of this issue. If I am in a store to purchase a few items, I'll take pictures of the price to show the person that is monitoring all the self checkouts because they do not have cashiers here anymore. IT IS SO IRRITATING to constantly be overcharged!"

Kroger shopper, Tennessee (Testimonial No. 2587, on file with CRFB, received after the analysis cutoff)

A Cincinnati-area shopper reported that, after repeated overcharges, a floor manager admitted knowledge of frequent digital-coupon errors:

"Among the things he said was that they are about 79% accurate on digital coupons and he seemed satisfied with that number. ... He told me to never shop on Wednesday because that's change-over day, and they have even more errors on Wednesday. He admitted they had a lot of other customers complain."

Kroger shopper, Ohio (Testimonial No. 97, on file with CRFB)

"It's easier to steal 10 cents from a million people than to steal 100,000 dollars from one person. They outright and unremorsefully steal from us."

Kroger shopper, Tennessee (Testimonial No. 766, on file with CRFB)

"I have been overcharged too many times to count, to the point where I just accept it."

Kroger shopper, (state not provided) (Testimonial No. 2121, on file with CRFB)

Pricing complaints about Kroger have also drawn scrutiny outside Ohio. Michigan's attorney general has logged 229 consumer complaints about Kroger since 2020 and found violations in 25 of them; customers have filed class-action lawsuits over pricing in California, Illinois, Ohio, and Utah; and in June 2025, U.S. Senator Ruben Gallego wrote to Kroger's interim CEO urging the company to fix its sale-price failures and reimburse overcharged customers.

"Overcharging consumers at the point of checkout only adds an additional cost at a time when American families can least afford it ... Does Kroger have plans to identify and compensate past consumers who have wrongly faced overcharging issues?"

U.S. SENATOR RUBEN GALLEGO

Letter to Kroger's interim CEO, June 2025

Finding 2. The elusive Kroger price guarantee

Customers told us Kroger's confusing price-correction and refund policies only exacerbate feelings of frustration and mistrust. Some submitters recall a past Kroger policy promising a free item in the event of a pricing error, while others report store staff denying any such policy exists.

Kroger has, at different points, publicly referred to two pricing-accuracy commitments: "Scan Right" (or "ScanRite") and "Make It Right." It is not clear from available evidence that one formally replaced the other or that either is universally, consistently in effect.

Kroger's official X account stated in 2016 that an item scanning higher than its shelf tag would be given to the customer for free, a policy documented in consumer guides and Kroger employee forums from the same period, with some exceptions and limitations (e.g. one free item per purchase) and varied enforcement by store.

More recently, Kroger has described its policy on price errors more vaguely, stating that its "Make It Right" policy lets employees fix price discrepancies "on the spot," on a case-by-case basis, and that the policy "addresses any situation when we unintentionally fall short of a customer's expectations" with no reference to a guaranteed free item.

What emerges from the confusion around Kroger's price-accuracy policy is this: in the seemingly all-too-common event of being overcharged, customers have no assurance of what the company promises and whether store staff will honor it.

"They know this is an ongoing issue. That is why they discontinued the 'Scan Right Policy'."

Kroger shopper, Ohio (Testimonial No. 445, on file with CRFB)

"Of course, there's no downside for Kroger, they no longer have the 'one free item' refund policy that they once had."

Kroger shopper, Texas (Testimonial No. 1073, on file with CRFB)

An August 2026 account describes a gap between corporate assurances and practice at one store:

"Kroger in Xenia, OH has removed the 'Scan Right guarantee' signs in the store, and the cashiers and managers act like the customer is delusional when bringing up the guarantee when something scans incorrectly (which is frequently). I reached out to the corporate customer service office that confirmed the 'scan right guarantee' is still in effect and should still be honored. ... However, nothing has changed in the local store – no signs and no guarantee."

Kroger shopper, Ohio (Testimonial No. 2063, on file with CRFB)

Many shoppers we heard from described giving up on pursuing price corrections altogether, an example of how Kroger's inadequate policies further enable overcharging to go unchecked.

Finding 3. Misleading sales and signage

13% of relevant submissions (247) describe misleading sales and signage

It is not just Kroger's refund policies that confuse customers; many describe feeling bewildered and even manipulated by in-store signage they say causes them to buy more than they wanted, spend more than they intended, or believe they received a discount they did not.

247 testimonials (13 percent) describe sale signs and displays that shoppers say mislead them by design, in three recurring forms:

- A large advertised price with a purchase condition disclosed only in far smaller type
- "Sale" tags that offer no discount because the regular price was raised first
- Signs positioned so the price appears to belong to a different product

Whether or not Kroger intends to mislead, the impact is clear: shoppers feel tricked and cheated.

"The signage is misleading, showing a good price, then in fine print it tells you that you have to buy 5 to get that price."

Kroger shopper, (state not provided) (Testimonial No. 2008, on file with CRFB)

"I'm tired of Kroger's having signs positioned inaccurately. Meaning their sale signs never align with the correct product. I've brought this their attention several times."

Kroger shopper, Ohio (Testimonial No. 136, on file with CRFB)

"I've always said you have to be a detective to shop at Kroger. I've seen people, especially elderly, totally duped by prices on the shelf not being what you are charged at the register. ... Shouldn't have to bring a magnifying glass to read the fine print!"

Kroger shopper, Tennessee (Testimonial No. 1457, on file with CRFB)

"Every week in order to get the best or lowest price on many items, you have to buy 5 of that particular item. This is a discriminatory practice. Everyone can't buy 5 of an item, may not have a way to store it or a family large enough to justify buying that much."

Kroger shopper, Tennessee (Testimonial No. 1686, on file with CRFB)

A second group describes "sale" tags with no real discount behind them.

"The store had been selling this item for a couple of months [at \$9.99], when it placed a new price tag of \$12.99 at the shelf, drew a red line over the '\$12.99' and added a 'Price Cut' tag below it for \$11.99 ... I have a photo of the display"

Kroger shopper, Ohio (Testimonial No. 704, on file with CRFB; identifies the store, month, product, and manager)

"Kroger pricing is predatory. Routinely raising the base price to place it on sale for the standard price it was previously."

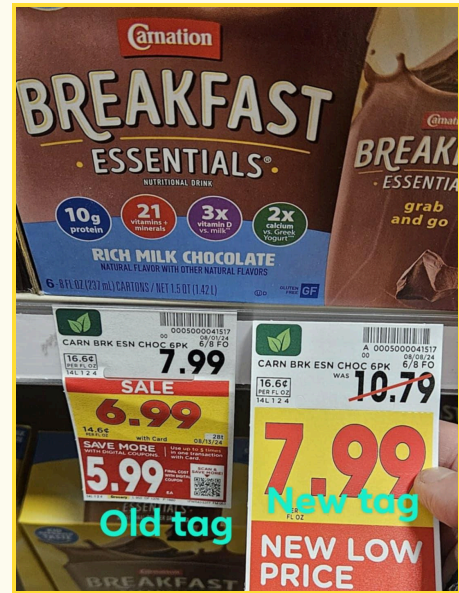
Kroger shopper, Ohio (Testimonial No. 1499, on file with CRFB)



Source: [Reddit](#)



Source: [Reddit](#)



Source: [Reddit](#)



Source: [Reddit](#)



Source: [Reddit](#)



Source: [Reddit](#)

Figure 2. Kroger shoppers and employees frequently take to Reddit to bemoan the company's "deceptive pricing" and "deceptive discounts." The top-middle image, showing a price raised from \$2.99 to \$3.49 behind a "Locked In Low Price" banner, was posted by a Kroger employee who asked, "Anyone else feel slightly guilty/ashamed when you do tag changes and raise prices?" The top-right image, a "New Low Price" tag above the older, cheaper tag, was captioned by an employee: "Hoping customers don't notice the price hike before they 'lowered' the price." Sources for each image are linked below it.

Finding 4. The digital coupon divide

7% of relevant submissions (139) describe being unable to reach app- or coupon-only prices

139 testimonials (7 percent) describe barriers to obtaining digital discounts. Many came from or concerned elderly, disabled, and low-income shoppers who struggle to access sale prices offered to other customers.

Kroger's advertised sale prices increasingly exist only inside its smartphone app. To pay the sale price on the shelf tag, a shopper must own a smartphone, maintain a data plan or find working in-store Wi-Fi, create an account, sign in, locate the item, and "clip" the coupon, sometimes rescanning a QR code in the aisle.

Kroger's policy states that it will honor sale pricing for those without digital access, with the caveat that a shopper must speak to an associate at the customer service desk, where they "will be required to show their Shopper's Card or provide their Alternate ID."

Digital-only deals split shoppers into those who can reach the discount and those who cannot, and the two groups pay different prices for the same goods in the same store.

AARP has reported that millions of older shoppers are shut out of digital-only grocery coupons, and consumer advocates have pressed grocers to offer every deal in a non-digital form.

22% of adults 65 and older
do not own a smartphone

30% of adults 65 and older
do not have home broadband

Source: Pew Research Center

"They also make it difficult for seniors, veterans and the disabled to get their so called 'discounts' because u need digital coupons, and they often do not have access to that or know how to use them."

Kroger shopper, Ohio (Testimonial No. 288, on file with CRFB)

"Most Elderly customers do not have access to digital coupons due to lack of electronics. This group needs the discounts more than most customers. It is discrimination towards all who have no means to access Digital coupons!!"

Kroger shopper, Kentucky (Testimonial No. 717, on file with CRFB)

"Scanning the code with your smartphone, with customers lined up behind you, logging in to your Kroger account, clipping the coupon, and finally checking the final price on your receipt. TRY THAT WHEN YOU'RE 82!"

Kroger shopper, Ohio (Testimonial No. 921, on file with CRFB)

"They decided that customers had to have a phone capable of downloading digital coupons or be willing to pay 3 times more than products were the week before."

Kroger shopper, Texas (Testimonial No. 1297, on file with CRFB)

Finding 5. The price itself is rigged

40%

of relevant submissions (761)
describe prices as too high,
rising, or unaffordable

8%

of relevant submissions (160)
allege higher prices where
shoppers have no alternative

\$16.25B

returned to shareholders
fiscal 2020–2025

Price gouging

761 of the 1,906 relevant testimonials (40 percent) describe Kroger's prices as too high, rising, or unaffordable. Many of these testimonies are from shoppers on fixed incomes, Social Security, or EBT or from those who are rationing food or running out before the month ends.

Publicly, Kroger has long attributed higher prices to its own rising costs, as well as other external factors. In September 2021, its chief financial officer Gary Millerchip blamed price increases on everything from supply chain costs to "organized crime." A few months later, he told investors the company was "passing along higher costs to the customer where it makes sense to do so." At the FTC's 2024 trial over the Albertsons merger, then-CEO Rodney McMullen testified that grocery prices had climbed because of supplier costs, fuel, and credit card fees.

Behind closed doors, Kroger's own pricing staff describe something different. An internal email from Kroger's senior director for pricing Andrew Groff, produced by the FTC at that same trial, told colleagues that "on milk and eggs, retail inflation [had] been significantly higher than cost inflation." A Newsweek headline translated the remark into plain language: "Kroger Executive Admits Company Gouged Prices Above Inflation."

On a June 2021 earnings call, McMullen said that "a little bit of inflation is always good in our business" and that Kroger expected to pass through permanent cost increases to consumers.

In August 2026, a supplier to Kroger's deli departments wrote to CRFB's portal describing a similar practice:

"Over the years we have noticed the retail prices at Kroger are continuously out-pacing the cost increases they incur. It is not the suppliers & vendors who are doing this, it is Kroger. Example 1: 2017 - Our cost to Kroger was \$3.24 and their retail price was \$6.49 (50.1% GP Margin). That same item today - Our cost to Kroger is \$3.89 and their retail price is \$11.99 (67.6% GP Margin)."

Kroger vendor, (state not provided) (Testimonial No. 2091, on file with CRFB)

Over nine years, the supplier's price to Kroger for this one item increased 65 cents, while the shelf price went up \$5.50. Though anecdotal, this supplier's experience casts further doubt on Kroger's claim that price hikes are due to increasing supplier costs.

Whatever the math looks like item by item, the company-level result is clear from public records. Kroger's own financial records show that the company has billions to spend beyond the cost of running its business.

In fiscal year 2025, Kroger generated about \$3.4 billion in cash after covering operating costs and investments such as building and remodeling stores. That same year, Kroger spent nearly \$3.6 billion on cash payments to shareholders and buying back its own stock. While customers described struggling to afford groceries, Kroger was directing billions of dollars to its investors.

Where do Kroger's profits go?

\$16.25B

in dividend and share-repurchase cash payments, fiscal 2020–2025

457 to 1

former CEO pay versus the median Kroger worker

Across fiscal years 2020 through 2025, Kroger's cash-flow statements report \$16.25 billion in dividends and share-repurchase cash payments. In the company's March 2022 reporting, then-CEO Rodney McMullen celebrated "record performance in 2021, on top of record results in 2020." These pandemic-era profits drew criticism from federal lawmakers and union leaders, who called out the chain for bringing in record earnings while failing to provide adequate hazard pay for workers.

For two years, Kroger's answer to critics was that it needed to get bigger in order to charge less. The company pledged \$500 million to lower prices starting the day its merger deal with Albertsons closed, and by August 2024, with the merger in trouble, had doubled that to \$1 billion. The pledges were not binding.

In December 2024, within a day of the Albertsons merger deal's collapse, Kroger announced billions in stock buybacks, in a press release titled, without apparent irony, "Kroger Reiterates Its Commitment to Lower Prices and Initiates New \$7.5B Share

Buyback Program." The announcement prioritized share repurchases, money that could instead have lowered prices.

Pay packages and private jets: Executive compensation is sky-high

Kroger reports substantial compensation for its executives. McMullen's reported total compensation was \$15.6 million in fiscal 2024, 457 times the \$34,213 its median worker earned, before he resigned amid an ethics investigation into his personal conduct. Ronald Sargent, the board member who filled the job on an interim basis, had reported total compensation of \$14.04 million for fiscal 2025 despite serving in the role for less than one calendar year.

Greg Foran's January 2026 offer letter sets annual target compensation at \$16.5 million before additional awards and benefits: a \$1.5 million salary, a \$3 million annual incentive target (200 percent of salary), and a \$12 million target equity package. Benefits include up to \$200,000 per year for personal use of Kroger corporate aircraft, nearly six times the \$34,213 median worker pay reported for fiscal 2024.

"My husband and I are in our 80s and only have our Social Security to rely on. We are always at risk of becoming homeless b/c we barely scrape enough money to pay our mortgage. ... I beg you, Kroger, to lower whatever prices you can because too many of us elderly people are struggling MIGHTILY."

Kroger shopper, Texas (Testimonial No. 1150, on file with CRFB)

"I am a disabled senior with very low income and now have to shop only dollar general without fresh food."

Kroger shopper, (state not provided) (Testimonial No. 1287, on file with CRFB)

"Kroger has gotten so expensive that I have to sit and see what food we are going to do without this week. I don't know how they can not feel guilty, while corporate sits up there in their big offices making all the big bucks while they know that we cross things off our grocery list every week and do without because the prices are so high we can't afford everything we need!"

Kroger shopper, (state not provided) (Testimonial No. 2040, on file with CRFB)

"I buy the same stuff almost every month and Kroger['s prices have] gone up. We Americans who are on fixed incomes who get a government benefit card or food stamps – it's hard for us to shop for good food. Kroger is hurting the American People."

Kroger shopper, Tennessee (Testimonial No. 1974, on file with CRFB)

"It's sickening to spend \$150 and come home with 4 plastic bags. 8 years ago I could fill an entire cart for \$150."

Kroger shopper, (state not provided) (Testimonial No. 2592, on file with CRFB, received after the analysis cutoff)

Monopoly pricing

160 testimonials (8 percent) allege that Kroger's prices vary by neighborhood wealth and by the absence of competition; shoppers say that the company charges more where its customers are poorer, more rural, or simply have nowhere else to go. Several submitters say store employees told them about the practice.

Kroger's own admissions echo its customers' experiences. During the FTC's 2024 merger trial, evidence showed Kroger charged higher prices in what it internally called a "no-competition or low-competition zone."

A veteran of Kroger's Tennessee distribution operations, writing to CRFB's portal, says workers knew the practice by the same name:

"I worked for the Kroger Distribution Center in Donelson Tennessee for over 30 years. I know for certain that Kroger has what they call 'zone' pricing. That is where they price the same item at different prices according to the area neighborhood. To me that was gouging just because that neighborhood had maybe one other grocery or was in an affluent area."

Former Kroger employee, Tennessee (Testimonial No. 2675, on file with CRFB, received after the analysis cutoff)

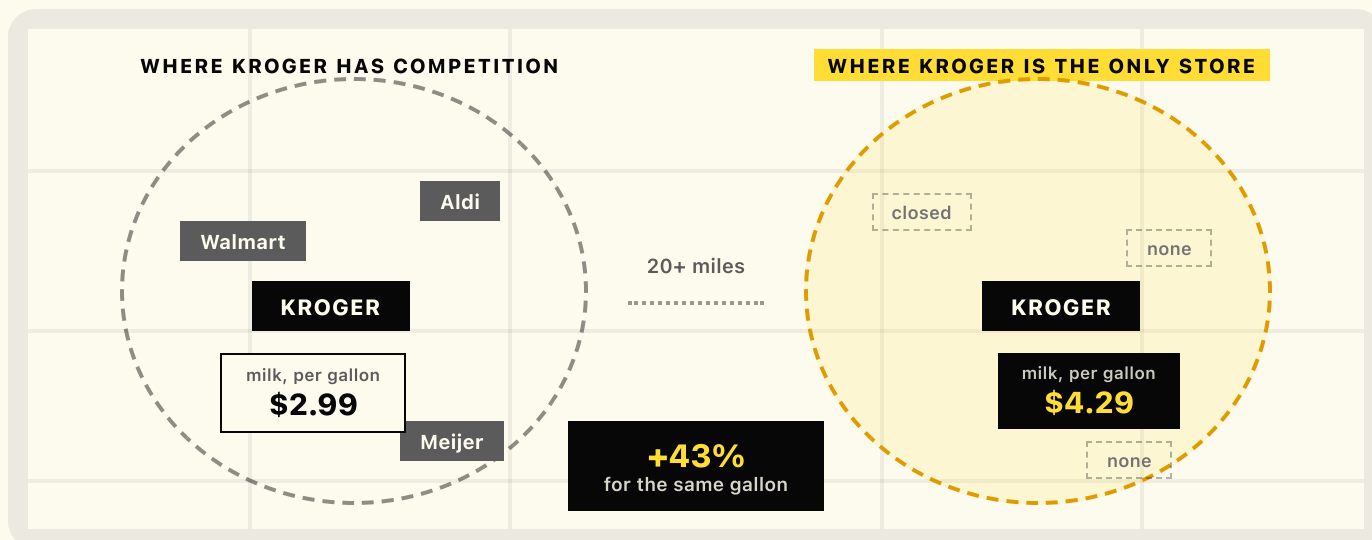


Figure 3. Customer-reported prices and an illustrative comparison of communities with different levels of grocery competition. Prices are drawn from Ohio submissions (Testimonial Nos. 2235 and 70, on file with CRFB) and have not been independently verified.

CRFB separately checked Kroger’s online pickup listings on August 27, 2026. The same gallon of Kroger-brand milk was listed at \$3.29 in Wheelersburg, Ohio, and \$3.19 at Powell Marketplace, a ten-cent difference of approximately 3.1 percent relative to Powell’s price. This confirms Kroger’s prices are not uniform.

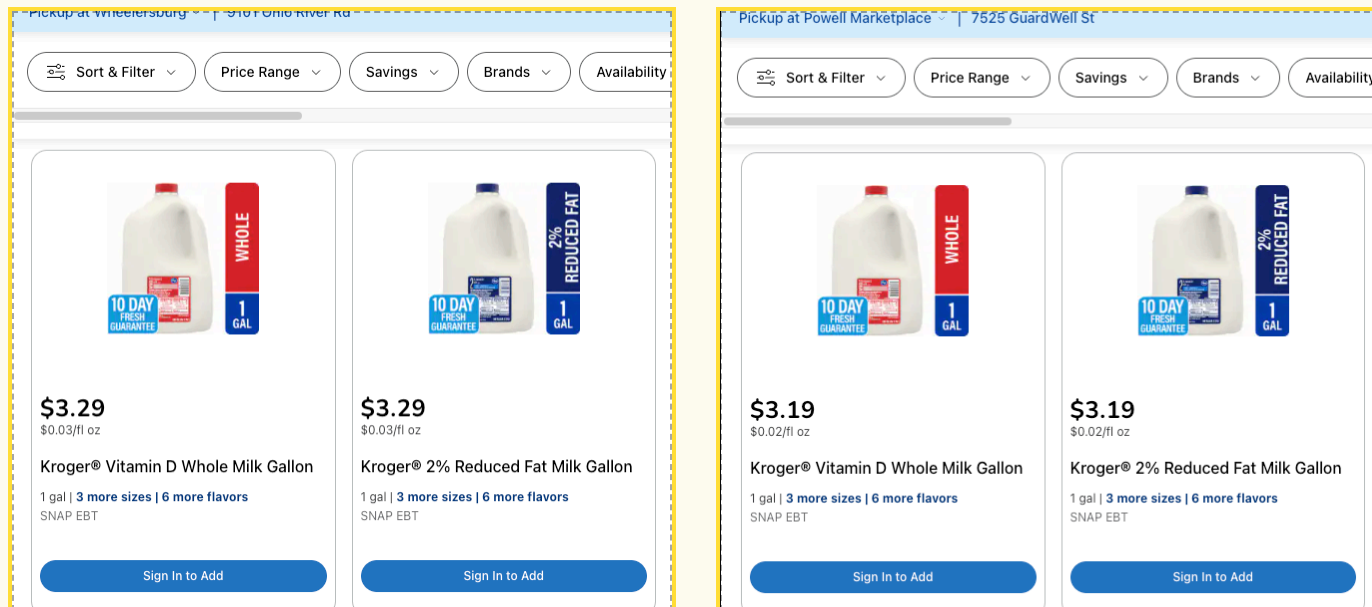


Figure 4. Kroger’s own pickup listings on the same day: a gallon of Kroger-brand milk at \$3.29 in Wheelersburg, Ohio (left) and \$3.19 at Powell Marketplace (right). Source: Kroger.com, August 27, 2026.

An industry pattern: higher prices for low-income shoppers

Kroger is not the only grocer that has been accused of charging more where shoppers have less. In 2023, Stop & Shop faced criticism from U.S. senators for charging an average of 18 percent more for groceries in a largely minority, working-class Boston neighborhood than at its store in a nearby affluent suburb.

In January 2026, an analysis by the New England Consumer Alliance (a regional project of CRFB) found the same pattern at Hannaford: an identical basket of everyday groceries cost about 25 percent more at stores in two rural, low-income Maine towns, where Hannaford is the only supermarket, than in two wealthier, more urban communities.

The following testimonials allege similar pricing differences at Kroger.

“Your prices in the lower income neighborhoods are outrageous compared to suburban sectors. you rip off the poor to keep the others ahead of the game.”

Kroger shopper, Ohio (Testimonial No. 533, on file with CRFB)

“The Kroger in our community charges almost \$1 more for a gallon of milk than the one in the next town (20 miles away) that has other grocers (Walmart, Meijer, Aldi). ... This is in one of the poorest counties in our area of the state.”

Kroger shopper, Ohio (Testimonial No. 733, on file with CRFB)

“Prices, selection and quality are better in the high rent side of town than in the hood. Huge difference.”

Kroger shopper, Texas (Testimonial No. 342, on file with CRFB)

"They have created food deserts by closing the market place and stores."

Kroger shopper, Ohio (Testimonial No. 94, on file with CRFB)

"Kroger is the only grocery store I can shop at within a 25 mile radius and they know it. They constantly mark up essentials like milk, eggs, and bread because we're so far from any alternative. They take advantage of their monopoly over us! "

Kroger shopper, (state not provided) (Testimonial No. 2058, on file with CRFB)

"I live in a semi rural area of Ohio about 20 minutes away from any other grocery store besides Kroger, which is 6-7 minutes from me. The Kroger next to me has prices about 10-15% higher depending on the item, from the other Kroger in the mid size city just down the road. They are blatantly taking advantage of the fact they are the only grocery store in the area."

Kroger shopper, Ohio (Testimonial No. 70, on file with CRFB)

Other concerns under investigation

AI-driven surveillance and surge pricing

Beyond the price gouging, overcharging, and inaccessibility underlying Kroger's pricing practices, there is a dimension of Kroger's business model that industry experts and shoppers alike have begun to find even more troubling. 109 testimonials (6 percent) submitted to CRFB's portal describe serious concerns with Kroger's AI-driven pricing technology, data collection, and surveillance tactics.

In recent years, Kroger has built not only an immense trove of customer data — roughly two-thirds larger than the digital collection of the Library of Congress — but also a massive new revenue stream. Consumer Reports calculates that Kroger's "alternative profit" operations, the entities that monetize customer data, now bring in more than 35 percent of the company's net income.

Kroger's vast infrastructure of pricing machinery could allow it to leverage sensitive personal information to charge each individual customer the maximum price they will pay and to spike prices instantly based on temporary factors like demand, current events, or weather. Kroger insists it does neither, but it has built the capacity for both, and it refuses to commit in writing that it won't deploy this technology against its customers.

CRFB will publish a full account of this machinery in a forthcoming report, including Kroger's data and marketing subsidiaries, its facial-recognition and shopper-tracking patents, and the wave of state and federal legislation now responding to the threat of surveillance pricing.

"AI surveillance pricing is the unholy trinity of everything Americans hate: spying on people, ripping them off, and taking away jobs."

U.S. SENATOR JOSH HAWLEY

Remarks at a Senate Subcommittee hearing on "The Consumer Cost of AI Surveillance Pricing"

Labor: Poverty pay, rights violations, and a workforce under strain

While customer submissions included a mix of complaints and appreciation for Kroger's workers, accounts that demonstrate both successes and failures of employee management, training, and workplace behavior, CRFB's interest lies primarily in Kroger's corporate workplace policy. While this topic is largely beyond the scope of this report, it will be addressed in future CRFB materials.

In the interim, recent data succinctly captures a major component of this issue and why it is urgently worth investigating. A June 2026 Government Accountability Office [report](#) placed Kroger among the top ten employers of workers receiving food assistance or Medicaid in both Indiana and Georgia. By the estimated number of employees receiving SNAP food benefits, Kroger ranked seventh in Indiana and ninth in Georgia. For Medicaid, it ranked fifth in Indiana and eighth in Georgia. This makes clear that taxpayers are subsidizing Kroger's poverty wages.

A prior [survey](#) of more than 10,000 Kroger workers found that "More than two-thirds ... struggle for survival due to low wages and part-time work schedules," with 78 percent of respondents reporting food insecurity and 14 percent reporting homelessness within the previous year.

70 testimonials (4 percent) came from current or former Kroger workers on this issue. One submission aptly summarizes the disparity between Kroger's [stated values](#) and the employee experience:

"We regularly do not get our breaks. ... Employees are regularly overworked to the point of exhaustion and injury. ... Bakery and deli workers regularly come to work sick, likely because they need the money to survive. ... Associates are offered 25¢ raises yearly. ... It is absolutely the worst place I have ever worked. I have never felt less heard, compensated, or looked out for as an employee."

Kroger employee, Texas (Testimonial No. 1250, on file with CRFB)

Food safety: Expired, spoiled, and unsafe food on the shelf

Food quality complaints are among the most common in the dataset: 573 of the 1,906 relevant testimonials (30 percent) describe quality or safety failures, including 488 (26 percent) describing spoiled, rotten, or low-quality food, 102 (5 percent) describing expired products offered for sale, 63 (3 percent) describing unsanitary store conditions, and 31 (2 percent) describing contamination, illness, or recalled food.

A history of recalls further points to systemic food quality issues. A July 2026 Salmonella [outbreak](#) traced to shell eggs sold under Kroger labels infected 134 people and hospitalized 34, the third egg recall to reach Kroger's shelves in about thirteen months. Far from an isolated failure, the egg recalls are among nearly 30 food recalls listed on Kroger's own [recall-alerts page](#) as of August 2026, including notices involving possible [glass](#) in fried rice, [metal](#) in baked spaghetti, and [botulism](#) concerns involving infant formula.

Hundreds of customer submissions cite the combination of Kroger's rising prices and declining quality, arguing that both make it difficult to put healthy, safe food on the table for their families:

"We have a special needs young man and we have to penny pinch as much as possible. We live pay check to pay check. Food prices at Krogers consistently go up while the quality continues to go down. I refuse to jeopardize our health for poor quality"

Kroger shopper, Ohio (Testimonial No. 202, on file with CRFB)

The breadth and gravity of these reports warrant closer examination. CRFB is continuing to investigate concerns about Kroger's quality and supply chain failures, including its recall record, its sourcing and animal-welfare commitments, and the practices observed by shoppers and former employees, and is developing materials on these issues for future publication.

Conclusion

This report summarizes nearly 2,000 accounts from Kroger customers, workers, and suppliers who connected with our campaign and decided to share their own experience. Submitters from dozens of states described the same problems: Kroger's prices are too high and too often not what they seem. For many, the weekly grocery trip now requires a kind of hypervigilance that only arises from being scammed over and over.

Government records show that distrust is warranted. More than a third of the Ohio stores analyzed were caught overcharging, and pricing errors favored Kroger nearly three times as often as shoppers. Consumer Reports also documented widespread overcharging at Kroger stores. Each overcharge that goes uncorrected leaves the customer paying more than promised. This raises the question: How much is Kroger collecting from American families that it is not owed?

This pattern is difficult to reconcile with Kroger's stated values of honesty and integrity. One Ohio submitter, who identified themselves as both an employee and a customer, offered an explanation: "Kroger chooses to make sure that all processes and standards point to a large bottom line. The bottom line does not help the customer at all. It is what SHAREHOLDERS REQUIRE."

This report offers a portrait of a company that has traded its customers' trust for its shareholders' gain. Even people who have shopped at Kroger for decades now feel they must protect themselves from the store they rely on to buy food. That is an extraordinary failure for a grocery company. And the fact that some keep coming back does not make the failure any less serious. Food is not optional, and especially in communities with few alternatives, continuing to shop at Kroger often reflects necessity, not trust.

Kroger cannot treat that dependence as permission to keep failing its customers. It has the resources to maintain accurate prices, make discounts accessible, and protect shoppers from overcharges. The solutions outlined below are basic obligations of doing business. They should not depend on whether a customer complains or an inspector intervenes. Customers should not have to keep paying for problems Kroger can fix.

"My family and I were loyal Kroger customers for over 40 years. However, in the last couple of years we've shopped there less and less due to needing to watch and monitor every price at the checkout and fight to get them to honor the sale or advertised price."

KROGER SHOPPER, OHIO — TESTIMONIAL NO. 209, ON FILE WITH CRFB

Our asks of Kroger

CRFB's pricing demands are to honor advertised prices, make discounts accessible, provide clear remedies for overcharges, and stop charging more where shoppers have few alternatives. The broader Kroger Hurts Families campaign also seeks the privacy and food-quality commitments set out below.

End the pricing scams.

- Publicly commit never to use dynamic pricing or anything like it.
- Stop charging higher prices in communities with few other grocery options.
- Publicly disclose how prices are set.

Honor your own price tags.

- Offer every digital-only discount in a non-digital form, at the same price.
- Publish, prominently display, and consistently honor a Scan Right Guarantee: if an item scans higher than the shelf tag, it's free.
- Publish data on how often customers are overcharged and by how much.

Stop spying on us and profiting off our personal data.

- Publicly pledge never to use surveillance pricing.
- Let customers opt out of data collection, and see and delete their data, without losing discounts.
- Stop selling or sharing customers' personal data.

Feed us what you would feed your own family.

- Publish independent food-safety and freshness audits.
- Drop unsanitary battery cage eggs from your shelves as you promised to do in 2016.

Appendix

Additional testimonials

A further selection of the nearly 2,000 substantive accounts submitted to CRFB. Each testimonial is tagged with the concerns it describes:

OVERCHARGED

MISLEADING SIGNAGE

AFFORDABILITY

LIMITED ALTERNATIVES

OTHER CONCERNS

OTHER CONCERNS

"Kroger used to feel like a local company we could be proud of like a member of the family. Now they feel like a criminal corporation that you can't trust. You know they're ripping you off but sometimes you're just not exactly sure how."

Kroger shopper, Ohio (Testimonial No. 698, on file with CRFB)

MISLEADING SIGNAGE

"In the yrs at Kroger I've seen many questionable things. When changing shelf tags the 'sale' price is the normal price and the normal price is a dollar or a little more to create a 'savings.' They're misleading the customer on a daily basis to maximize profits"

Former Kroger employee of more than 20 years, Ohio (Testimonial No. 126, on file with CRFB)

AFFORDABILITY

"It was the end of the month. I'm 69 years old. It was the last money I had for food until I got the next Social Security check."

Kroger shopper, Texas (Testimonial No. 12, on file with CRFB)

DIGITAL DIVIDE

MISLEADING SIGNAGE

"In speaking with my elderly father, he expressed how frustrating and deceptive this is and how he too, was duped [into] thinking he was getting a sale item just to be charged a much higher price because he didn't have the app. He doesn't even have a smartphone rather a flip phone. ... It's a deceptive, cumbersome and unfair way to 'offer' customers savings."

Kroger shopper, Ohio (Testimonial No. 855, on file with CRFB)

LIMITED ALTERNATIVES

"I no longer shop at Kroger. My first trip to Aldi made me cry because of all the money I could have been saving. My mother in law can't drive to Aldi she has to go to Kroger w food stamps. She is trapped into paying higher prices. She keeps buying less and less and paying more. She is frustrated with Kroger and how much they take from her."

Kroger shopper, Ohio (Testimonial No. 517, on file with CRFB)

OVERCHARGED **DIGITAL DIVIDE** **AFFORDABILITY**

"They advertise 'low prices' - where? I don't see any. I shop there every week. I'm on SSDI and I have to ration food. I don't have a car to get to a food pantry. The digital coupons are too confusing. Half the time they don't work while 'clipping' on the site. It never shows up on my receipt."

Kroger shopper, Ohio (Testimonial No. 876, on file with CRFB)

OVERCHARGED

"Every week there are one or two items where the price charged doesn't match the sale price on the shelf. It is always in the store's favor, too. You can't catch it at check out, either. The receipt is hard to check because discounts are not shown together."

Kroger shopper, Texas (Testimonial No. 700, on file with CRFB)

OVERCHARGED **DIGITAL DIVIDE**

"Continuously told that 'it will ring up right at the end' for items that are advertised as on sale but ring up wrong. ... At every visit I 'catch' up to \$20 in errors on my order. Every. Single. Time. The cashiers are trained to shut you down when you question it."

Kroger shopper, Ohio (Testimonial No. 1504, on file with CRFB)

OVERCHARGED **LIMITED ALTERNATIVES** **OTHER CONCERNS**

"Price gouging, spoiled food, constantly charged for items I didn't receive, stinky store but very friendly employees. Wish it wasn't our only option but we're stuck! We are right next to a huge industrial boom ... with only one option for a grocery store that continually mistreats its customers. Help!!"

Kroger shopper, Ohio (Testimonial No. 1142, on file with CRFB)

OVERCHARGED **LIMITED ALTERNATIVES** **OTHER CONCERNS**

"In the last couple years the meat quality has really gotten horrible ... I've also seen the prices jump on the electronic tags in the middle of the day between when you get something from the shelf and by time you reach the register. They bought and closed the only local real competition in the area, Giant Eagle, leaving not much choice."

Kroger shopper, Ohio (Testimonial No. 2290, on file with CRFB)

LIMITED ALTERNATIVES

"There was a Fresh Thyme Farmers Market in Cincinnati (in the Oakley area) next to a Kroger. ... Kroger started carrying many of Fresh Thyme Farmers Market's products at lower prices. Kroger ran them out of business, then stopped carrying those products. For the few products Kroger kept, it increased prices exponentially just after Fresh Thyme Farmers Market went out of business."

Kroger shopper, Ohio (Testimonial No. 499, on file with CRFB)

OVERCHARGED **DIGITAL DIVIDE**

"I wrote an email to Kroger over a year ago. I have found 100's of mistakes. Digital coupons that DO NOT work, Sale items at full price, and on and on. These mistakes have NEVER been in my favor. NOT once. Some of these mistakes (the ones I caught) were over \$30."

Kroger shopper, Ohio (Testimonial No. 1677, on file with CRFB)

OVERCHARGED**MISLEADING SIGNAGE****LIMITED ALTERNATIVES****OTHER CONCERNS**

"Price at the register is not the same as on the shelf all the time. I watch my receipt. Produce doesn't stay fresh very long. Expired creamer still in cooler 3 days in a row. Misleading sales tactics. Buy 2 get 2 free and get charged for all 4. Never have any problem getting money back at the service center but should not have to. Not too many options to shop in town."

Kroger shopper, Ohio (Testimonial No. 516, on file with CRFB)

DIGITAL DIVIDE**AFFORDABILITY**

"It's very frustrating that everyone doesn't pay the same price for a given item. Some people pay the price on the label, some pay the price after a discount from the Kroger card and others pay the price after digital coupons. Why would you do this? If you are a friendly grocery, why wouldn't you give everyone the lowest price you can while still making a profit? People are busy, why do they have to spend time on digital coupons to save money? Many elderly people on a fixed income have no idea how to use digital coupons. Why are you ripping them off? An item should have one price that applies equally to everyone."

Kroger shopper, (state not provided) (Testimonial No. 2479, on file with CRFB)

AFFORDABILITY

"I'm 80 and cannot afford anything but prepackaged unhealthy food."

Kroger shopper, Ohio (Testimonial No. 415, on file with CRFB)

AFFORDABILITY

"I have not had meat in over 2 years. ... Now that the economy is so bad a lot of us are going hungry while they get richer."

Kroger shopper, Ohio (Testimonial No. 934, on file with CRFB)

OVERCHARGED

"Another day, another overcharge on a particular purchase. At the register it is ALWAYS more than on the shelf. One time \$1.95 on shelf was \$9.95 at register. I have had enough."

Kroger shopper, Ohio (Testimonial No. 1887, on file with CRFB)

OVERCHARGED**DIGITAL DIVIDE****AFFORDABILITY**

"Everytime I go ... I am super vigilant at the register. Too many [times] if I weren't paying attention, the digital coupons wouldn't have applied even if they're already clipped. I'm a single person ... why should I have to purchase multiples of one item to get the deal? ... Every week, prices increase at least by 30¢, you can't keep a budget because items won't be the same price they were the week prior. This company is robbing people blind."

Kroger shopper, Ohio (Testimonial No. 988, on file with CRFB)

DIGITAL DIVIDE

"Most elderly customers do not know how to use digital coupons and they are not aware the deals that are advertised are not being given to them. ... This is a discriminatory practice."

Kroger shopper, Ohio (Testimonial No. 82, on file with CRFB)

OVERCHARGED **DIGITAL DIVIDE**

"I have made sure the items are clipped inside the digital app and use the electronic Kroger customer card at checkout. 100% of the approximate 10 to 12 times I've done this the items ring up the original list price. 100% every time."

Kroger shopper, Tennessee (Testimonial No. 205, on file with CRFB)

OVERCHARGED **MISLEADING SIGNAGE**

"My favorite recent scam is buy two get one free or buy three get three free mixed flavors of 12 packs of Pepsi and Coke products. Now all of a sudden the fine print says select flavors only. ... you'll probably never notice until you get home and paid full price for six 12 packs!"

Kroger shopper, Ohio (Testimonial No. 1741, on file with CRFB)

MISLEADING SIGNAGE

"Deceptive sale pricing. For example tuna packets regularly \$1.50ea are sale priced at 4 for \$5.00 and in very small print they indicate \$1.25 each. You don't have to buy 4, you can buy just one or two but they try to trick you into thinking you have to buy 4."

Kroger shopper, Ohio (Testimonial No. 382, on file with CRFB)

OVERCHARGED

"My wife at least twice a month has to visit the customer service register because something didn't ring up right. Granted it is a \$1 here and there but you figure they're doing this to all their customers who don't go through their receipts to make sure everything rung up correctly. Kroger has to be making millions off over charging from what's displayed."

Kroger shopper, Ohio (Testimonial No. 2062, on file with CRFB)

MISLEADING SIGNAGE

"Stopped shopping there due to confusing and deceptive pricing discounts. When a discounted item is scanned at the register the full price shows up. You can't see the discount until all items are scanned, printed at the end. At that point it is impossible to see what the discount you actually got, if any at all. Publix does not do this. For each item that is scanned, you instantly see the discounted amount. I insist on clear transparent pricing, and don't mind paying more for dealing with an honest business."

Kroger shopper, (state not provided) (Testimonial No. 2443, on file with CRFB)

OVERCHARGED **DIGITAL DIVIDE** **AFFORDABILITY** **OTHER CONCERNS**

"Kroger prices go up daily. ... Within months, Fage yogurt went from 5.99, 6.49, 6.99 and now 7.29. ... While their top brand is good, package content went from 8oz to 6oz while also increasing prices. ... Their sales require buying too many items. This discriminates against the single, senior and small households. ... Prices on the shelf are often missing or wrong. Review your register item prices."

Kroger shopper, Ohio (Testimonial No. 1911, on file with CRFB)

AFFORDABILITY

"The US keeps saying food inflation is running at 3%. Then why have most or many Kroger products doubled in price in 5 years? The math isn't there."

Kroger shopper, Texas (Testimonial No. 433, on file with CRFB)

MISLEADING SIGNAGE

"The sale signs are misleading, with smaller print saying if you buy 10. ... I told them I feel sorry for elderly that may not check."

Kroger shopper, Tennessee (Testimonial No. 878, on file with CRFB; the submitter reports complaining to Kroger and to the state attorney general)

MISLEADING SIGNAGE

"I'm pretty savvy but still would get tripped up on signage posting a low price (but only if you buy 5) have always thought these were intentionally misleading and looking around at the many elderly shopping bet it always worked to Kroger's advantage"

Kroger shopper, (state not provided) (Testimonial No. 1947, on file with CRFB)

LIMITED ALTERNATIVES

OTHER CONCERNS

"In Cincinnati we have very limited choice in groceries and are stuck w the poor quality - literally have seen bugs flying around old fruit they had out ... It is a monopoly in this area and consumers have no alternatives."

Kroger shopper, Ohio (Testimonial No. 2591, on file with CRFB, received after the analysis cutoff)

LIMITED ALTERNATIVES

"We have a Kroger in Johnstown, Ohio that absolutely price gouges on everything because they are the only grocery store for MANY miles around that serves this town."

Kroger shopper, Ohio (Testimonial No. 1223, on file with CRFB)

LIMITED ALTERNATIVES

"I have lived in Johnstown Ohio my whole life and at one point we did have an IGA, once they left Kroger had no competition and can make prices whatever. ... But it doesn't matter, this is the only grocery store in this town."

Kroger shopper, Ohio (Testimonial No. 1132, on file with CRFB)

DIGITAL DIVIDE

"Elderly people that do not use smart phones are unable to get the discounts other people who do use smart phones get."

Kroger shopper, (state not provided) (Testimonial No. 756, on file with CRFB)

DIGITAL DIVIDE

"I feel discriminated against, as always, I have a problem downloading digital coupons."

Kroger shopper, Ohio (Testimonial No. 1387, on file with CRFB)

DIGITAL DIVIDE

"I once asked a Kroger manager to help and she said that the app is not easy for seniors or a lot of other regular people half the time. We think that is discrimination."

Kroger shopper, Texas (Testimonial No. 1314, on file with CRFB)