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Kroger expands autonomous delivery service

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The Kroger Co. and Nuro, the robotics company transforming local commerce, announced the launch of their autonomous grocery delivery service in Houston. The innovative service will be available through two Houston Kroger stores, reaching customers residing in four local zip codes.



Since August 2018, Kroger and Nuro have operated a popular, first-of-its-kind self-driving grocery delivery service in Scottsdale, AZ, servicing a single zip code with an autonomous vehicle fleet. In late 2018, the partnership expanded to include Nuro's custom vehicle, R1, marking the nation's first fully unmanned delivery service available to the general public. The pilot proved the companies' combined technology and digital expertise can transform the grocery delivery experience. Together

through the pilot, Kroger and Nuro have successfully and safely completed thousands of deliveries to customers in Scottsdale. With the upcoming launch, Kroger and Nuro will transfer the autonomous grocery delivery program to Houston for the next phase of the pilot.

"We've seen first-hand in Arizona how enthusiastic customers are about getting their Kroger groceries delivered by a Nuro self-driving vehicle," said Nuro co-Founder Dave Ferguson. "Texas has been a leader in encouraging self-driving innovation, and we're excited to help deliver that future for Houston — a dynamic, diverse, and welcoming metropolitan city that we're excited to soon explore and serve with this autonomous delivery service."

"Our Arizona pilot program confirmed the flexibility and benefits provided by autonomous vehicles and how much customers are open to more innovative solutions," said Yael Cosset, Kroger's chief digital officer. "It's always been our shared vision to scale this initiative to new markets, using world-changing technology to enable a new type of delivery service for our customers. We operate 102 stores in Houston—an energetic market that embraces digital and technology advancement. The launch is one more way we are committed to sustainably providing our customers with anything, anytime, and anywhere, the way they want it."

Like Scottsdale, Kroger and Nuro will begin the service with Nuro's self-driving Toyota Prius fleet and will introduce the next generation of the custom driverless vehicle later this year.

Scottsdale customers will continue to have access to delivery through Kroger's established service.

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