Kroger sells more than 6 million pounds of cranberries for

Thanksgiving

November 23, 2022

While turkey will be at the center of the Thanksgiving plate for many customers, cranberries remain a holiday staple with, a projected 6.2 million pounds — 100 truckloads — of fresh cranberries to be sold at Kroger stores, according to the company's retail and data science, insights and media arm .

"Thanks to our amazing team of associates, Kroger is prepared to help our shoppers make holiday memories this season with all of their favorite family recipes and Thanksgiving staples — including 55 million pounds of turkey," said Stuart Aitken, Kroger senior vice president and chief merchant and marketing officer. "As families and friends gather this Thanksgiving, we are here to help them make it a meal they will remember — whether they're recreating longstanding traditions or creating new — no matter how they choose to celebrate."

Among the 4.1 million pies purchased this season, pumpkin, apple and pecan dominate as customer favorites. For holiday hosts looking for more variety or families who simply cannot choose between seasonal favorites, Kroger has customers covered with a brand-new half-pumpkin and half-pecan pie available for the first time this year.

Nostalgia reigns supreme this season with a fall twist on classic cocktails such as cranberry mules, pumpkin spice mudslides, maple old-fashioned and apple-spiced margaritas. The grocer predicts that spirits will be batched and shareable with boozy punches and sangria infused with autumn flavors like apple cider, pumpkin spice and dark spirits.

Kroger's Our Brands' products boast several products to make customers' holiday meals affordable, easy and delicious:

- Private Selection Petite Sweet Potatoes with Brown Sugar and Cayenne.
- Kroger Family Size Broccoli and Cauliflower Au Gratin.
- Private Selection Cheesecake Bites.
- Simple Truth Salad Starters.
- Kroger Pumpkin Pie Ice Cream.
- Simple Truth Organic Butternut Squash Soup.

Print