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Kroger focuses on produce with its fresh favorites hacks

May 16, 2024

The Kroger Co. shared how customers can make the most of warm weather meals boasting lots of fruits and veggies with a seasonal eating cheat sheet along with tons of fresh recipes for spring and summer.

"Fresh is always in season at Kroger, and as warm weather approaches, we know our customers are ready to enjoy lots of fruits and vegetables that are at peak seasonality," said Dan De La Rosa, Kroger's group vice president of fresh merchandising. "Customers can look forward to their seasonal favorites and—as always—unparalleled freshness this spring and throughout summer with limitless possibilities for delicious meals or enjoy with no prep and just a simple bite."

Jump into spring and summer with these delicious in-season items.

- Fruits: Strawberries, Apples, Pineapple, Apricots, Kiwi, Peaches, Cherries, Watermelon and Grapes
- Vegetables: Asparagus, Peas, Sweet Onions, Radishes, Mushrooms, Carrots, Corn, Zucchini and Summer Squash
- Greens: Lettuce, Kale, Spinach, Collard Greens, Cabbage and Swiss Chard
- Citrus: Lemons and Limes

Kroger said it makes it easy to enjoy in-season items with fresh-cut fruit and veggies prepared in-store daily — and there is more fresh inspiration at [Kroger's blog, The Fresh Lane](#), with simple solutions like how to cut spring and summer vegetables, how to cook asparagus and more.

Customers can also explore nutrition facts and healthy options using Kroger's free OptUP nutrition rating system. OptUP is easily accessible through the Kroger app or at Kroger.com. As customers fill their carts, they can view nutrition scores for their favorite items, explore "better-for-you" alternatives and shop items that are aligned to specialized diets, including low sodium, no sugar added or contains probiotics.

Many fresh foods, including fruits and vegetables, are eligible for purchase using food and over-the-counter benefit cards. Eligible individuals could include Medicare Advantage members, some Medicaid and some commercial payors. Recipients of these benefits may use food and OTC benefit cards in store for eligible groceries, over-the-counter medications and more.

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