



- Advertisement -

Kroger brings nutrition coaching to customers

February 4, 2025

Kroger Health, the healthcare division of The Kroger Co. is introducing OptUP Your Nutrition, a new free nutrition coaching program to help customers achieve their health and wellness goals through customized nutrition tips and tools to support healthier eating.

The program provides Kroger Plus loyalty customers a free 30-minute virtual nutrition coaching session with a Kroger Health registered dietitian.

"Our customers are looking for ways to improve their overall health and achieve their wellness goals," said Colleen Lindholz, president of Kroger Health. "OptUP Your Nutrition is designed to equip every customer with the tools and information they need to make smarter, more informed nutrition decisions. By helping people take small, meaningful steps toward healthier eating, we are making it easier to support their total well-being and long-term health journey."

Often customers are unsure how to best begin a journey to healthier eating. OptUP Your Nutrition is a convenient way customers can be introduced to working with a registered dietitian for coaching on healthy eating, budget-friendly and meal planning recipe tips, helping to make healthy shopping easy and fun. In addition, dietitians will demonstrate how customers can explore the FoodHealth Score powered by bitewell, which scores products based on the nutrient density and quality of ingredients in the food. They'll also introduce MyNutrition Insights, where customers can better understand the nutritional value of purchases while tracking them over time.

"At Kroger Health, we are dedicated to making healthy living easy and accessible for everyone," said Laura Brown, head of nutrition at Kroger. "OptUP Your Nutrition offers our customers a unique way to receive credible, customized nutrition information that can make a lasting, positive impact on their family's health and well-being at no cost and from anywhere they can connect online."

[Print](#)