

Kroger to offer 20% off produce for SNAP customers

Program sign-up needed for January discount

Kroger, parent company of Pick n' Save and Metro Market, announced it will offer 20% off produce for customers participating in government assistance programs.

Eligible shoppers can receive 20% off all fruit and vegetable purchases at Kroger stores through Jan. 31, 2026, the company said Dec. 29.

To receive the discount, customers must be enrolled in the company's verified savings program. It's open to residents receiving government assistance through Medicare, the Supplemental Nutritional Assistance Program or other programs.

More information about the how to qualify for the discount is available on Kroger's website.

"Making fresh food more affordable and equipping more customers with free grocery delivery is an incredible step in expanding food access," Kroger Group Vice President of Fresh Marketing Carlo Baldan said in a statement Dec. 29.

The announcement comes after Kroger said it plans to close 60 locations across the U.S. through the end of 2026, including five Milwaukee-area Pick n' Save stores:

- 1735 W. Silver Spring Drive, Glendale
- 3701 S. 27th St., Milwaukee
- 2355 N. 35th St., Milwaukee
- 2931 S. Chicago Ave., South Milwaukee
- 2320 W. Ryan Road, Oak Creek

The company said earlier this year the closures will help maintain its long-term health, but Milwaukee residents say they harm neighborhoods already underserved by retailers.