

The Meijer logo is displayed in the top left corner in a red, lowercase, sans-serif font. The background of the entire image is a photograph of a Meijer store building with a brick facade and large glass windows. A blue awning runs along the front of the building. A large, white, 3D-style 'home' sign is mounted on the upper part of the building's facade. In the foreground, there are glass entrance doors with a red octagonal 'STOP' sign on a post in front of them. The sky is overcast and grey.

meijer

Shop & Scan

Kelly Ward and Mark Eldred

Wednesday, September 18th, 2019

Agenda

About Meijer

- History
- Meijer Today: Team Members and Markets

Multiple Ways to Shop Meijer

Innovation

- Shop & Scan



Meijer History

Meijer is a Grand Rapids, MI based retailer. Privately-owned and operated since 1934

June 30, 1934

Henrik and family open the first store in Greenville, MI

1935 “Thrift Market”

Store name changed to communicate quality food at an affordable price

1962 Pioneer the Supercenter

Meijer credited with pioneering the modern supercenter when it opened “Thrifty Acres”





Meijer Today

Meijer operates 246 supercenters in 6 states.
Each store represents \$30 MM direct and
indirect investment in local communities.



Caring for our customers



- Meijer donates more than 6% of net profit to community organizations and charities
- Simply Give generated over \$40 million to support local food pantries since 2008



- Over 40 million free prescriptions filled since 2006
- Over \$500 million in savings for Meijer customers from generic oral antibiotics, prenatal vitamins, diabetes and cholesterol medications



WIC at Meijer

Electronic WIC available in 5 states

IL to be added in 2020

Over 300 Meijer Own Brand Products are eligible



WIC at Meijer



Pioneered Electronic WIC

Meijer was an early adopter of e-WIC and was first to market with integration into Point of Sale in Michigan

1.5 MM WIC transactions per year

40,000 unique WIC customers

65% of WIC transactions occur at Self Checkout

Shelf Tags to easily identify WIC products

Eliminates confusion on product sizes and brands



Multiple Ways to Shop Meijer



shop & scan



home delivery

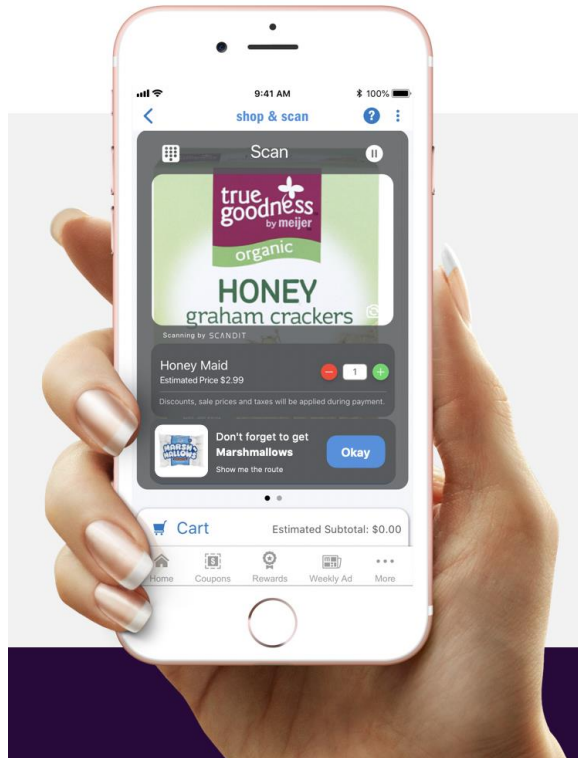


pick up



Transacting in the Store

Multiple ways to Checkout



Shop & Scan: 930,000 Transactions to date



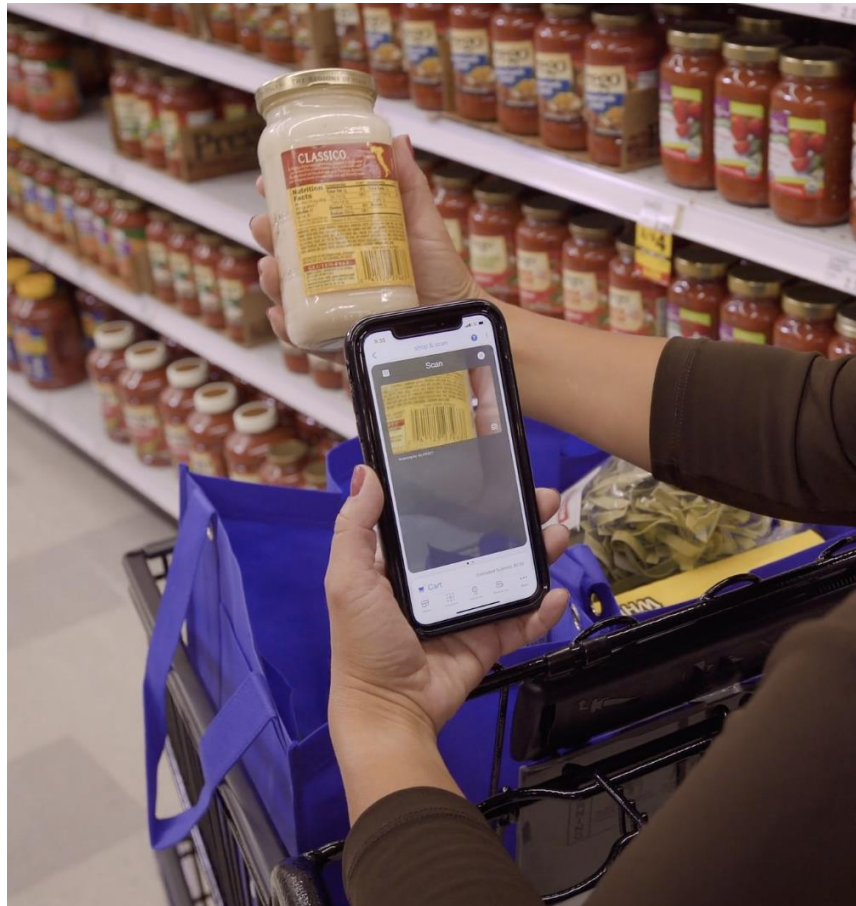
63% of all Transactions go through Self-Checkout.



Line Queuing and baggers at select stores

Retail Innovation: Shop & Scan

Scan and bag as you shop. Streamline the checkout process. Live at all stores.



Built into the Meijer App

Leverages mPerks. Finds coupons for items in the cart.

Best in class scanning technology

Powerful scan engine and custom UPC normalization to support every bar code in the store.

Dedicated Checkout kiosks at select stores

The SS90 kiosk allows a dedicated payment station with no wait.

