

FOR IMMEDIATE RELEASE

Schnucks Enhances Customer Shopping Experience With New Digital Features

Shoppers can engage with a new AI assistant as well as an improved interactive weekly ad

ST. LOUIS, Aug. 12, 2026 - Just in time for the back-to-school season, Schnucks is introducing two new digital shopping features for customers seeking money- and time-saving solutions to meet their families' personalized needs. Customers using the [Schnucks Rewards app](#) or [schnucks.com](#) can utilize both a new AI Assistant and an enhanced interactive weekly ad. Both features are designed to help make the grocery shopping experience more enjoyable, more personal and more rewarding for the modern shopper.

AI Shopping Assistant

Today, Schnucks launched an AI-powered, agentic shopping assistant that will bring a personalized shopping experience to each customer by delivering meal planning, savings, cooking tips, party planning, food and wine pairings and more, making it easier for customers to choose foods that support their respective lifestyles.

"This agent will allow us to better understand each customer's unique wants and needs - helping to build stronger relationships with them by providing tailored solutions such as meal ideas, health and dietary support, budget management, and culinary inspiration," said Schnucks Chief Operating Officer Ted Schnuck. "It's not a search bar - it will be a personalized digital shopping assistant that understands Schnucks aisles, sales, promotions, customers' lifestyles, and much, much more."



Examples of how the new AI Assistant can help Schnucks customers plan their family meals:

- Want to save money? Provide the AI Assistant a budget and ask it to build a shopping list or [Schnucks Delivers/Curbside Pickup](#) order identifying the best weekly deals at Schnucks.
- Have a picky eater? Ask for recipes that will satisfy a particular palate and identify the location of the ingredients at your respective Schnucks store.
- No time to get to Schnucks? Ask the AI Assistant for meal ideas utilizing what you already have in the pantry.
- Following a specific diet or have a food allergy? The AI Assistant can offer personalized nutritional guidance.

The agent is powered by an intelligence layer built from more than six billion lines of shopping, health and nutrition data and was [co-developed with VitalityIP](#) using real customer journeys and actual Schnucks' store inventory.

"Shoppers want a personalized experience and are asking more from their food – better choices for their health, their families and their goals," said Sarah Hoit, Co-Founder and CEO of

[VitalityIP](#). "The platform we developed with Schnucks puts that power of precision nutrition right where people shop."

Interactive Weekly Ad

Also today, Schnucks introduced a new [fully interactive weekly ad](#).

"We've upgraded our weekly ad to make shopping easier than ever," said Schnucks Digital Marketing Director Cristina Preston. "Customers can now easily clip digital coupons directly from the ad, add items to their shopping list or Schnucks Delivers/Curbside electronic cart and view comprehensive product details all with a tap of their finger or a click of the mouse."

The interactive ad also allows customers to:

- **Shop all sale items in one place** - Shopping a sale, like a Schnucks Rewards event? Click an item in the sale and see all related sale items in one spot.
- **Easily search and filter** - Use the search bar to find out if any item is on sale in the ad. Then, filter by brand, category and type of deal.
- **Activate Schnucks Rewards Boosts** - When using the app to view the weekly ad, it shows you when an item qualifies for a Rewards Boost. You can click on the item and activate the Boost or track your progress, all within the ad.
- **Switch shopping methods** - Easily switch between in-store and Schnucks Delivers/Curbside Pickup while browsing the ad.
- **Browse your way** - Prefer a classic view of our weekly ad? Simply toggle between the interactive ad and classic view to browse however you like. Plus, plan ahead by switching to the sneak peek of next week's ad!

Printed copies of both the current and next week's ads remain available at all Schnucks stores.

About Schnucks

Founded in St. Louis in 1939, [Schnuck Markets, Inc.](#) is a third and fourth generation, family-owned grocery retailer committed to nourishing people's lives. Schnucks operates 112 stores, serving customers in Missouri, Illinois and Indiana and employs more than 11,000 teammates. According to Forbes' 2025 rankings, Schnucks is the 185th largest privately-owned company in the United States and the 13th largest privately-owned grocer. Schnucks is committed to helping communities thrive, and as a champion for reducing hunger, the company annually donates more than \$15 million in food to pantries that help those in need.

Schnucks is part of [1939 Group, Inc.](#), which is owned by the family that founded Schnuck Markets, Inc., and named after the year they opened the first Schnucks store. Other members of the family of companies include [Festival Foods](#) and [Hometown Grocers, Inc.](#)

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