



Retail News in Context, Analysis with Attitude by Kevin Coupe

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### FastNewsBeat

- ReachEverywhere announced that its Shopper iPhone application has added new functionality - the ability to access information from the US Department of Agriculture (USDA) and the Food and Drug Administration (FDA) about products pre-selected by the user. According to the statement, "If a shopper puts an item on their list that associated with a recall, she will automatically see the warning information for that product. ReachEverywhere is using proprietary keyword matching technology to automatically show relevant product recalls for the shopping list."
- The *Cincinnati Enquirer* reports that Kroger Personal Finance is out with a new product - health insurance for pets. This new insurance offers coverage for "emergencies and illnesses for dogs and cats. At \$9.95 a month per pet, the insurance is priced much lower than the grocer's existing well-care offers - full coverage including annual visits and services at \$29.95 a month for dogs and \$24.95 for cats."

The story notes that Kroger is one of only 11 US companies offering such insurance, despite the fact that there are 70 million pet owners in the US.

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