



Vitacost.com Recognized as a 5-Star Customer Service Champion by USA Today

The retailer shines across seven key areas of customer service, including speed and reliability

Boca Raton, Fla., June 24– Vitacost.com, a leading online retailer of health and wellness products, is thrilled to announce it has been named a five-star Customer Service Champion by USA Today in its prestigious America's Customer Service Champions 2024 list.

The recognition by USA Today, compiled in collaboration with Plant-A Insights Group, underscores Vitacost's unwavering commitment to providing exceptional customer service experiences. This annual list acknowledges businesses that go the extra mile to ensure customer satisfaction. Vitacost is proud to be included alongside other distinguished companies across various industries.

“At Vitacost.com, we prioritize putting our customers first,” said Guy Burgstahler, President of Vitacost.com. “We are dedicated to offering a seamless shopping experience coupled with exceptional customer support. Being recognized by USA Today as a Customer Service Champion is a true honor and a testament to the hard work and dedication of our entire team.”

USA Today's America's Customer Service Champions list is a trusted resource for customers seeking exceptional shopping experiences. The ranking process considers various factors, including customer satisfaction ratings, resolution rates and the overall customer experience.

“At Vitacost we value the relationships we have with our customers and always work to provide them with the best possible experiences. From placing an order to helping with refunds or questions, we are always here to support their needs,” said Mary Kreseski, head of customer service at Vitacost. “Being recognized for these qualities by USA Today's America's Customer Service Champions list is incredibly rewarding. This award belongs to our entire customer service team, whose hard work ensures every customer interaction is a positive one.”

Vitacost.com's Customer Service Champion title is backed by a thorough evaluation process by USA Today. Over 33,000 customers were surveyed and 519,000 reviews analyzed alongside media coverage for two years. USA Today assessed factors like friendliness, competence and solution speed to determine Vitacost's excellence in customer service.

About Vitacost.com

Vitacost.com, Inc. is an online retailer of health and wellness products, providing an award-winning experience to customers through its website, www.vitacost.com. Vitacost.com features affordable pricing and speedy delivery on nearly 40,000 items, including dietary supplements (vitamins, minerals

and herbs), hard-to-find specialty foods, organic body and personal care products, pet essentials and sports nutrition products. In addition, Vitacost.com strives to motivate, educate and inspire healthier living for customers by creating and curating thousands of helpful tips, expert articles and recipes woven throughout the shopping experience. Vitacost.com is a subsidiary of The Kroger Co.

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