Michigan Meijer Customers Saved Nearly $200 Million Through mPerks During the Last Year

Retailer's digital rewards program offers more than $1,000 worth of savings weekly

GRAND RAPIDS, Mich., June 19, 2025 /PRNewswire/ -- Midwest retailer Meijer announced today that Michigan customers saved nearly $200 million in the past year alone through its mPerks digital rewards program on groceries, general merchandise, and fuel. Each week, customers have access to more than $1,000 worth of mPerks savings in the Meijer app. For the last 15 years, the mPerks program has been helping customers save on products they need and want while also providing exclusive rewards and offers.

"Now more than ever, we know shoppers are looking for value, and that every dollar counts," said Emily Henao, Meijer Vice President of Digital Experience. "Our customers know us as a reliable one-stop shop committed to providing the best value and convenience possible, and we hope they take full advantage of the savings and rewards that free mPerks membership offers."

This summer, mPerks customers earn 30 points on every gallon of fuel pumped at Meijer Express through August 16. Additionally, customers can now link their credit card to their mPerks account through Quick ID and skip the step of entering a phone number and PIN prior to pumping. Quick ID automatically links a customer's credit card and mPerks account, making a trip to Meijer Express quicker and more convenient and ensuring shoppers don't miss out on points. Customers can add a credit card in the payments section of their Meijer account.

Meijer enhanced the mPerks program in 2023 to make it even easier for customers to save on essentials like groceries, merchandise, online delivery, and fuel* as well as gain access to personalized rewards and savings. Customers only need to enter their mPerks ID at checkout to earn points on every dollar spent and can then apply those points toward the savings of their choice in the app, including up to $1 off each gallon of gas.

Signing up for mPerks is easy and free. Customers can enroll at meijer.com/mperks, or through the free Meijer app.

About Meijer: Meijer is a privately owned, family-operated retailer that serves customers at more than 500 supercenters, grocery stores, neighborhood markets, and express locations throughout the Midwest. As the pioneer of the one-stop shopping concept, more than 70,000 Meijer team members work hard to deliver a friendly, seamless in-store and online shopping experience featuring an assortment of fresh foods, high-quality apparel, household essentials, and health and wellness products and services. Meijer is consistently recognized as a Great Place to Work and annually donates at least 6 percent of its profit to strengthen its communities. Additional information on the company can be found by visiting newsroom.meijer.com.

*Excludes: Alcohol, Tobacco, Pseudoephedrine/Ephedra Products, Gift & Entertainment Cards, Prepaid Phones & Airtime Cards, Lottery, Postage, Park & Entertainment Tickets, Prepaid Debit Cards & Reload Packs, In-Store Businesses, Licenses, Taxes, Previous Purchases, SIMPLR™ Protection Plans, Bottle Deposits, Instacart Orders, Door Dash Orders, and Meijer Home Delivery & Pickup Fees. Points cannot be redeemed on fuel in Wisconsin.

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