

U.S. retailer Kroger has announced that it will open a sixth Customer Fulfillment Center (CFC) in Pleasant Prairie, Wisconsin.

U.K.-based online grocery retailer [Ocado](#) partners with Kroger to make these automated warehouses.

Kroger expects it will create up to 400 new jobs in the area.

"Through our strategic partnership, we are engineering a model for the region, leveraging advanced robotics technology and creative solutions to redefine the customer experience for our customers in Wisconsin and Illinois", said Kroger's senior vice president Robert Clark.

This follows the opening of its first CFC in Monroe, OH in June.

The company also has locations in Florida, Georgia, Texas and in the Mid-Atlantic region.

The partnership has proven to accelerate the company's ability to provide customers with grocery needs, according to the release.

Clark also said that the center "will create local jobs and accelerate Kroger's ability to expand our products and services to a larger footprint, providing customers with anything, anytime, anywhere".

Additionally, its creation is a part of Kroger's larger plan to "continue commerce growth" in the region.

In response to the announcement, local government officials expressed their excitement for the stimulation and services the facility will provide.

For instance, secretary and chief executive officer of the Wisconsin Economic Development Corporation (WEDC) Missy Hughes commented on the announcement.

"We're extremely pleased that two companies of Kroger and Ocado's stature are the latest to choose Wisconsin for their operations."

Pleasant Prairie's CFC will measure 350,000 square feet and will be operational 24 months after the site breaks ground.