



FRONT END NEWS LETTER

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ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Nov. 1, 2008:

<u>NAME</u>	<u>SCORE</u>
David Lemelin	109.1%
Sandi Shaw	100.6%
Cody Thornburgh	99.6%
Alice Pinckard	99.5%
Lora Huffman	97.6%
Amanda Cales	97.0%



“Men are born to succeed, not fail.”

Henry David Thoreau

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

95.0%

NAME

Marla Orchid

IMPROVEMENT

17.15%



STORE SCORE WEEK ENDING NOVEMBER 1, 2008:

82.3%



THIS WEEK SCORE IS AN INCREASE *OVER LAST WEEK SCORE*. WE WENT FROM 81.6% TO 82.3% THAT IS AN INCREASE OF 0.86%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!



FUEL SAVER REWARDS PROGRAM:

November 1st Through December 31st, We Are Offering 2 More Ways To Save On Fuel: Pharmacy Fuel Saver Rewards And Gift Card Double Fuel Saver Rewards Help Our Kroger Plus Customers To Earn Fuel Rewards Faster. For Every 2 Eligible Prescriptions That You Purchase, You Will Save 10¢ Per Gallon When You Use Your Kroger Plus Card And Fill Up At A Kroger Fuel Center. All You Need To Do To Participate Is To Scan Your Loyalty Card With Every **Non-Government Funded** Prescription Purchase. Gift Card Purchases Will Earn Fuel Rewards Points Twice As Fast! For Each \$50 In Qualifying Gift Card Purchases, You Will Save 10¢ Per Gallon When You Use Your Kroger Plus Card And Fill Up At A Kroger Fuel Center.

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Anjou Pears
4416

Red Seedless Grapes
4023



Avocados
4046

Gala Apples
4135



NOVEMBER BIRTHDAYS & ANNIVERSARIES

Birthdays

Daniel Small
Matt Fritz
Greg Gaylor
Randy Clark
Jordan Steele
Melissa James



Date

November 2
November 3
November 5
November 7
November 19
November 30

Anniversaries

Daniel Small
Holly Lawson
Heather Hogan
Betty Noe
Michelle Boudreau

Date

November 1, 2007
November 5, 1986
November 6, 2007
November 11, 1980
November 22, 2006

Years

1
22
1
28
2



BEING RING TENDER EFFECTIVE IS PART OF KROGER'S CUSTOMER 1ST STRATEGY OF PROVIDING WORLD CLASS SERVICE!



RING TENDER EFFECTIVE, WHAT IS THAT?

Not To Be Confused With Percent Effective, Ring Tender Is An Indicator That Tells Us Whether Or Not Our Front End Is Moving Customers Through The Check Lanes Quickly And Efficiently. The ELMS System Calculates The Time It Should Have Taken A Cashier To Process An Order Based On The Order Size And Method Of Payment, Then Divides That Number By The Actual Time It Took The Cashier To Process The Order. A Store That Consistently Achieves A 95% Or Better Every Week Will Have Fewer Instances Of Lines Backing Up Throughout The Day. Floor Supervision, Managing Queue Lines, Extended Hours On All Available Express Lanes, Increased Self-Checkout Utilization, And Proper Training On Productivity For All New Cashiers And Courtesy Clerks Are Keys To Achieving Success On Our Front End Every Day. Being Ring Tender Effective Is Part Of Kroger's Customer 1st Strategy Of Providing *World Class Service!*

REMEMBER, ASK FOR ME,
BOB!



KROGER CELEBRATES ITS 125TH ANNIVERSARY

Explore Our Heritage

Since 1883; The Kroger Co. Has Grown From A Small Store In Downtown Cincinnati To Become One Of America's Largest Grocery Retailers. Here Is A Timeline Of Kroger History From 1978 To 1990.

1978-Lyle Everingham Is Named Kroger President And CEO And Kroger Opens Tara Foods, A Peanut Butter Processing Plant In The Heart Of Georgia Peanut Country.

1979-Kroger Becomes The Nation's Second-Largest Food Retailing Company.

1980's-The Specialty Departments Within Kroger Are Continually Being Refined, Modernized And Expanded, Offering Customers A Wide Selection Of Products And Services From Fresh Seafood To The Finest Fragrances.

1980-Company Sales Top \$10 Billion.

1981-Kroger Introduces Cost Cutter Brand Products.

1981-Kroger Opens Unique Frozen Dough And Hearth Bread Bakery In Bowling Green, KY.

1983-Kroger Merges With Dillon Companies, Inc. And Begins A New Era As Coast-To-Coast Operator Of Food, Drug And Convenience Stores, And The Manufacturer Of More Than 4,000 Food And Non-Food Products.

1983-Kroger Begins Its 100th Anniversary With Theme, "Where New Ideas Come To Life."

1984-Tom Thumb Food Stores Purchased By Dillon (86 Stores).

1985-M&M Super Markets, Inc., Savannah, GA Purchased By Kroger (11 Stores).

1986-Kroger Stock Splits.

1988-To Fend Off A Hostile Take Over, Kroger Restructures, Borrowing More Than \$5 Billion And Issuing To Stockholders A \$40 Dividend And A Five-Year Note Valued At \$8.69 (At The Time). Stock Trades For Around \$9 A Share After The Restructuring.

1990-Joseph A. Pichler Elected Chairman Of The Board And CEO June 17, 1990.



NEXT ISSUE WILL COVER FROM 1991 TO 2003.

STRIVE FOR FIVE



- Strive For 5 - Place At Least 5 Items In Each Bag.
- Use Junior Bags When Only Bagging A Few Items.
- Build Walls Using Boxes.
- Glass Items Should Be In The Middle And On The Bottom Of The Bag.
- Glass Items Should Be Separated By NON Glass Items.
- Weight Should Be Distributed Evenly Across All Bags.
- Reuse Bags That Have Come Apart From The Top Tab (Wicket).
- Maximum Wickets Per Rack - 3.
- Is Plastic OK? Paper Bags Should Not Be Offered, Only Used For Special Customer Requests.
- All Crushables Should Be Placed In The Same Bag.
- Do Not Bag Large Items.
- Do Not Double Bag Unless Requested Specifically By The Customer.
- Separate Raw Meat From Other Items.

CAROUSEL CHECKLANE EFFICIENCY



- **Open All Bags Prior To Starting The Order**-Having The Bags Open Prior To Starting The Order Will Allow You To Bag As You Check. This Allows You To Pay More Attention And Engage With The Customer Instead Of Fumbling With Opening Bags.
- **Scan The Order According To Basic Product Groupings**- This Will Allow You To Bag The Order More Efficiently. Product Groupings Are: Hard Dry Items, Boxes, Perishables, Soaps And Detergents, Crushables And Fragile Items. Multiple Bags Are Available For Sorting To Keep Meat, Frozen, Chemical And Soft Or Fragile Items Separate.
- **Scan With A Steady, Fluid Hand-To-Hand Motion**-Select The Item With The Hand Closet To The Belt, After The Item Is Scanned Place It In Your Other Hand As You Approach The Bag. Now You Can Select The Next Item To Scan With One Continuous Motion.
- **Use The Audible Beep Rather Than The Display To Confirm That An Item Has Scanned Correctly**-After Two Failed Attempts To Scan An Item, Hand-Enter The UPC.



WHAT DO YOU THINK?

Got Something To Add: Story, Comment, Idea Or Suggestion Let Us Know And We Will Try To Include It!

Give Us Your Feedback.

Thank You,

Holly and Randy