



FRONT END NEWSLETTER

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"The difference between the impossible and the possible lies in a person's determination."

Tommy Lasorda

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING AUGUST 8, 2009:

88.7%



ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending August 8, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	105.9%
Sandi Shaw	104.9%
Heather Hogan	102.6%
David Lemelin	102.0%
Alice Pinckard	100.1%
Michael Malek	98.5%
Denise Oliver	98.4%
Chris Braden	98.1%



8 People Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
NICOLE JONES	10.41%

Great Job!

THIS WEEK SCORE WAS AN INCREASE VS **LAST WEEK SCORE**. WE WENT FROM 88.2% TO 88.7% THIS WAS AN INCREASE OF 0.57%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

6.3 MILES TO ATLANTA



Will we ever make it to 95? It's just a *little* further down the road!

Remember, Ask For Me, BOB!



Do You Belong In The Zoo?

YES! And you can get your Zoo tickets right here at Kroger! Kroger is very excited to be partnered with the Knoxville Zoo. Ticket selling started on August 19th and will run through the end of the year! Kroger is the only location that offers a **\$2 Discount** on Single Day tickets and a **\$5 Discount** on yearly Memberships to the Knoxville Zoo, with a Kroger Plus Card! Here are some quick facts:

- Knoxville Zoo is open 364 days a year, weather permitting, and closed on Christmas Day
- Zoo Hours: Everyday 9:30am-6:00pm
- Parking is \$5 at the gate and FREE for Zoo Members
- Tickets will be Discounted as follows:



Single Day:

Yearly Membership:

- Adults \$14.95 2-Parent Family \$90.00
- Child (6-12) \$10.95 Grandparent \$65.00

Children under 2yrs are FREE!

AUGUST BIRTHDAYS & ANNIVERSARIES

Birthdays

	<u>Date</u>
Amanda Cales	August 2
Claire Dodson	August 2
Karie Ely	August 4
Marla Orchid	August 5
Kay Knight	August 12
Hasmukhbhai Patel	August 16

Anniversaries

	<u>Date</u>	<u>Years</u>
Sharon Hargrove	August 1, 2006	3
Nicole Jones	August 4, 2008	1
Michael Malek	August 14, 2008	1
Nathan Fritz	August 19, 2008	1
Andrew Reinerio	August 20, 2008	1
Josh Reinerio	August 20, 2008	1
Dana Fulkerson	August 25, 1999	10

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

On The Vine Tomatoes
4664



Cucumbers
4062



Green Bell Peppers
4065



Yellow Squash
4784



New Web Address:



<http://your525newsletter.yolasite.com>

Be sure to visit Your525Newsletter online at

<http://your525newsletter.yolasite.com>

Your 525 Newsletter Online now has a new address and new look too!! Come by and check it out and be sure to drop me a line. Please share your comments and suggestions with me about how to improve the site or what you would like to see. I would love to hear from you!



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

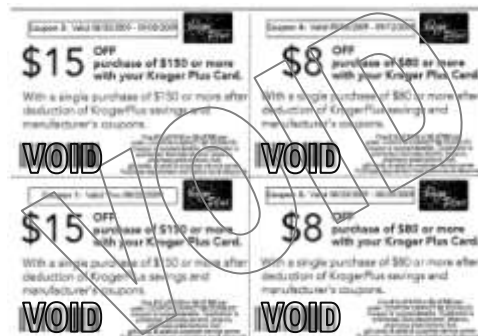
GREAT NEWS: LOYAL CUSTOMER COUPONS!

To help your store grow sales and loyal customers, Atlanta has mailed the Loyal Customer Coupon offers (see image below) to households throughout our area.

Our customers should be receiving these valuable coupons shortly. As a reminder, the people presenting these coupons at the register are among our very best customers! Based on their current shopping habits, they will receive one of many offers ranging from \$5 off of a \$45 purchase, to as much as \$20 off of a \$200 purchase. These offers are designed to reward our loyal customers and get them to spend a little more each time they visit our store. The coupons dates are from August 9 to September 12, 2009.

I know that you will get fired up about this excellent way to recognize our great and potential customers. Be sure to recognize and thank each of these customers as they redeem these coupons.

Thank you for keeping the Customer 1st!



Fun & Games

Sports & TV Trivia



1. In his last major league at-bat what did Babe Ruth do?
A) Homered B) Struck out C) Grounded out
2. What was Dr. Adam Bricker's nickname on "The Love Boat"?
A) Bones B) Doc C) Brick



Answers on the next page. Good Luck!



ENGAGEMENT TIPS

1. I see that you bought many Kroger Brand items; did you know that we guarantee all of our items? Try it, like it or get the National Brand Free.
2. I see that you have coupons today. This is a great way for our customers to save money. I'm proud that we double coupons at Kroger.

This week's Sports & TV Trivia answers:

1. **C-Grounded out** 
2. **B-Doc** 



ELMS "STAR PERFORMER" FOR AUGUST

The August Award has 1 week in the books with 3 weeks still to go, but as of right now here are the top 5 contenders. Who will it be? You Guys Are Awesome!

1. Cody Thornburgh 105.9%
2. Sandi Shaw 104.9%
3. Heather Hogan 102.6%
4. David Lemelin 102.0%
5. Alice Pinckard 100.1%

Mystery Shop Information

Time Periods shops can occur.

Regular shops are performed during prime-time hours:

- Monday-Friday 4pm-8pm
- Saturday-Sunday 12pm-6pm

Extra shops are performed during non prime-time hours:

- Monday-Friday 4pm-9pm
- Saturday-Sunday 12pm-9pm

Collection Front End Information

Upon entry to the store the shopper counts the number of checklanes open, the number of customers in queue, the number of baggers and if a FES is visible before beginning their shopping experience. They observe the front end for a couple of minutes then begin their shop. They count the same measures again at the end of their shopping experience prior to entering a checklane. Once they enter a checklane their counts cannot be revised as these counts are taken in a moment in time.


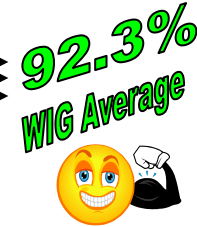



WIG GOALS



Remember ENGAGEMENT Starts With YOU!!

We are NUMBER 1 store in Zone D!!! We have separated ourselves from Store 599 with our excellent shops lately. Great Job Everyone! Store 599 has a WIG average of 89.3%. Starting on Sept. 13, KPF (MasterCard) will be part of our WIG Goals. If KPF were part of WIG scores now, we would be in 2nd place with 85.5% and Store 599 would be in 1st place, with an 85.6%. The goal for KPF is 80% and we are at 65.2%! So here is our Wildly Important Goals and our year to date scores:

❖ Engaging		89.3%	
❖ Front-End Supervisor		100%	
❖ Total Queuing		87.5%	
❖ Express Lane Open		100%	
❖ Ring Tender Percent Effective		89.5%	