



KROGER TIMES AT NORTHSORE DRIVE!

20% Associate Discount For Great Associates

Our Great Associates get a 20% off Kroger Brand Products from April 5-11, 2009. The discount will be applied when you use your Kroger plus card. The 20% discount can be used on any Kroger Brand Products including Kroger Label, Private Selection, Everyday Living, Naturally Preferred, Private Selection Organics, and more.

KEY PEOPLE IN OUR STORE:

Store Manager.....Ted Mills

Front End.....Holly Lawson

Fuel.....Elizabeth Brakebill

Starbucks.....Tampa Newport

Pharmacy.....Kristie Hutchinson

Floral.....Kim Jones

Produce.....Mike Beckham

Nutrition.....Chris Coning

Deli.....John Pugh

Cheese Shop.....Belinda Brackett

Bakery.....Debbie Moody

Seafood.....Alex Kandilakis

Meat.....Chuck Breeden

Drug G.M.....Karen Lindsay

Grocery.....Ray Caldwell

Frozen Food.....Gordon Smith

Dairy.....Jeff Trentham



CUSTOMER 1ST STRATEGY: SHINING STARS



The Shining Stars Celebration is coming up fast. May 23rd, 2009 is the last opportunity for our GREAT PEOPLE to have a chance to win a car. "You can't win a car if you don't get a STAR!" In Zone D, Store 525 has more Shining Stars than any other store. This is a testament to the GREAT PEOPLE in our store. The Shining Stars Celebration will be held in June of this year. To earn more chances to win, be sure to support the **Four Keys of Customer First: Great People, Products I want, plus a little, The shopping experience makes me want to return and Our prices are good.** And come this June you may be driving a **NEW CAR** just for being **CUSTOMER FIRST!!!!**



April Anniversaries

<u>Name</u>	<u>Date</u>
Phyllis Brewer-Vingoe	4/02/07
Karie Ely	4/05/03
Mary Irwin	4/06/81
Brandon Gordon	4/08/08
Tom Hensley	4/10/05
Ronnie Baird	4/14/08
Ian Johnson	4/30/06



April Birthdays

<u>Name</u>	<u>Date</u>
Debbie Moody	4/02
Patsy Wilkinson	4/04
Chris Coning	4/06
Ian Johnson	4/07
Jean Henderson	4/11
Denise Oliver	4/11
Tim Arms	4/13
Traci Lerch	4/15
Greg McLemore	4/17
Patrick Doyle	4/18
C.J. Miller	4/21
Audrey Saunders	4/22
Stefani Taylor	4/30

A Note From Bruce Lucia



Dear Atlanta Division Associates:

I would like to thank you for your commitment and hard work over the past year. As the Company reported recently its fourth quarter and 2008 results, and as we begin our 2009 fiscal year, the challenges we face are clear. Our nation is facing very challenging economic times. Kroger is not immune to these challenges, and we must proactively respond in order to keep our company competitive during these difficult times.

Overall, Kroger's performance was good, especially when you consider the severe downturn in the economy and intense price pressure from competition. Company-wide identical store sales were up 3.8 percent for the quarter and 5 percent for the year (excluding fuel). Total sales for 2008 increased by 8.2 percent compared to a year ago.

Although, the Atlanta Division increased overall sales, we did not achieve our goal for identical store sales growth. (Identical stores are those that have been opened for at least 12 months).

Growing sales and earnings is difficult at a time when we must lower prices to keep customers looking to us first for their grocery needs. That is why, in addition to increasing sales, we must continually reduce costs. Cost reductions enable us to reinvest those savings into the things that are valuable to our customers including lower prices. All are important in keeping us competitive; building loyalty among our customers; and enabling us to provide good, stable jobs and career opportunities for our associates.

The nation has changed and Kroger will need to adapt to stay successful and competitive in the grocery retail industry. We can overcome many of these challenges and become even stronger if we make the right decisions now. You can play an important part and here's how:

- Commit yourself to the front end operations and process changes that will improve the shopping experience for our customers.
- Do your part to reduce expenses. Continue to focus on reducing shrink and reduce our use of plastic bags (Strive for 5 and encourage customers and associates to use reusable bags).
- Pledge with your teams to execute Key Retailing programs with excellence.
- "Tell and sell" – let our customers know about new pricing programs (e.g., produce, meat, grocery), our corporate brands and \$4 generic prescriptions. Make each week a selling event such as the 3-Day Sales.

By engaging our customers and increasing sales, we can improve our ability to maintain good steady, stable jobs in our division in this tough environment. Thank you again for all you do and the pride you show in your work every day to exceed our customers' expectations.

Sincerely,
Bruce Lucia
President, Atlanta Division



Earth Day April 22, 2009

The 39th Annual Earth Day is
April 22, 2009.



As Part Of Kroger’s Core Values,
We Have Created An Inclusion
Council Help Make Our Store The
Best That It Can Be For Both Our
Associates And Our Customers.
Here Is The Goal Of The Kroger
Inclusion Council: Your Voice
Matters, Working Together
Works, Encouraging Everyone's
Involvement, Being The Best
Person You Can Be.
The Council Includes 12
Associates Throughout Store That
Would Like To Hear Your
Comments, Suggestions,
Concerns and Ideas So That You
Have A “Voice” In The Store.

What is Earth Day?

Earth Day is a Birthday!! Just like
a birthday is a special day to
celebrate a person, Earth Day is
a special day that celebrates the Earth. Earth Day was born on April
22, 1970, in San Francisco, California. Every year, America and over
100 different countries join together in the celebration of Earth Day
on April 22nd. Earth Day is the largest, most celebrated environmental
event worldwide. On Earth Day, we remember to appreciate nature
and learn ways to protect our environment. What can you do to be
more Earth Friendly? Well the next time the clerk at our store asks
whether you prefer “paper or plastic”, consider giving the truly eco-
friendly response and saying, “neither.” Plastic bags end up as litter
that fouls the landscape, and kill thousands of marine mammals
every year that mistake the floating bags for food. Plastic bags that
get buried in landfills may take up to 1,000 years to break down, and
in the process they separate into smaller and smaller toxic particles
that contaminate soil and water. Furthermore, the production of
plastic bags consume millions of gallons of oil that could be used for
fuel and heating.

KROGER 525 INCLUSION COUNCIL MEMBERS

- Alex Kandilakis.....Meat/Seafood
- Alice Pinckard.....Front End
- Betty Noe.....Front End
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- Ed Durham.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Ranee’ Webb.....Management
- Rose Branch.....Grocery
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks

Is Paper Better Than Plastic?

Paper bags, which many people consider a better alternative to
plastic bags, carry their own set of environmental problems. For
example, according to the American Forest and Paper Association, in
1999 the U.S. alone used 10 billion paper grocery bags, which adds up
to a lot of trees.

Reusable Bags Are a Better Option

But if you decline both paper and plastic bags, then how do you get
your groceries home? The answer, Kroger reusable bags. We have 3
varieties to choose from:

- Reusable Bag 99¢
- Reusable Thermal Bag \$2.99
- Reusable Canvas Bag \$4.99



Earth Day April 22, 2009

Being Customer First really pays off. Not only in building a loyal customers and providing our customers with a shopping experience that makes them want to return. But also it pays off for our associates as well just ask Phyllis Brewer-Vingoe. Phyllis has won a \$20 Gift Certificate in the 2nd Period Shining Star Drawing, just for being Customer First. Congratulations to Phyllis for winning this great prize, but more importantly for being Customer First and providing our customers the shopping experience they deserve.

April Fred Meyer Jewelers Associate Special Offer



During April, associates can get a great online deal on a 1/6 ct. white gold journey circle pendant from Fred Meyer Jewelers. The retail price was \$175, and the special sale price is \$86, but your *final price* is **\$69** (with 20% associate discount). And that includes **free 2nd day shipping!**

Available online only at www.fredmeyerjewelers.com or www.littmanjewelers.com search for SKU 1234749 and use online discount code: 9KREPA71

Offer valid April 1-30, 2009. Cannot be combined with any other offer or discount.

Experts estimate that 500 billion to 1 trillion plastic bags are consumed and discarded annually worldwide—more than a million per minute.

Here are a few facts about plastic bags to help demonstrate the value of Kroger reusable bags—to consumers and the environment:



- Plastic bags aren't biodegradable. They actually go through a process called photodegradation—breaking down into smaller and smaller toxic particles that contaminate both soil and water, and end up entering the food chain when animals accidentally ingest them.
- According to the Environmental Protection Agency, more than 380 billion plastic bags are used in the United States every year. Of those, approximately 100 billion are plastic shopping bags, which cost retailers about \$4 billion annually.
- According to various estimates, Taiwan consumes 20 billion plastic bags annually (900 per person), Japan consumes 300 billion bags each year (300 per person), and Australia consumes 6.9 billion plastic bags annually (326 per person).
- Hundreds of thousands of whales, dolphins, sea turtles and other marine mammals die every year after eating discarded plastic bags they mistake for food.
- Discarded plastic bags have become so common in Africa they have spawned a cottage industry. People there collect the bags and use them to weave hats, bags and other goods. According to the BBC, one such group routinely collects 30,000 bags every month.
- Plastic bags as litter have even become commonplace in Antarctica and other remote areas. According to David Barnes, a marine scientist with the British Antarctic Survey, plastic bags have gone from being rare in the late 1980s and early 1990s to being almost everywhere in Antarctica.

As you can see the most logical and “green” choice is to use Kroger Reusable Bags. You don't have to do everything, but you should do something. Use Reusable Bags!

THINK SHRINK: SHRINK SMARTS

How are Backroom Operations and shrink connected?

An organized backroom prepares the store to operate efficiently and effectively. A disorganized backroom leads to inefficient store operations and unnecessary shrink.

Examples of Backroom Operation shrink:

- Product that cannot be found because of a disorganized backroom is not sellable when it becomes damaged or it goes out-of-date.
- A disorganized backroom prevents an accurate inventory count.
- Merchandise is not received accurately.
- Good merchandise is accidentally thrown into the trash compactor.
- Dishonest associates/vendors have access to backrooms and remove merchandise.
- Dishonest associates “stash” merchandise near exits or in the trash for pick up later.
- Associates use/consume merchandise without purchasing.



**The Shrink Topic For The 3rd Period Is...
Backroom Operations**



Period 3 Safety Topic:

Repetitive Motion

“Working together, we can develop a culture that will reduce accidents to zero.” Safety Creed

Strain & Sprain Prevention

The parts of your body most at risk for strains and sprains are your back, arms and shoulders.

Repetitive Motion

Repeated motions can cause painful injuries if associates aren’t working carefully:

- Warm up by stretching your limbs, muscles and joints.
- Stretch during repetitive tasks to avoid fatigue and to prevent strains.
- Keep your wrists straight and grip with your whole hand.
- Bend your knees, keep your spine straight and use your legs when lifting.

NOBODY LIKES SHRINK

Give your entry form to a member of management.



PERIOD 3 Backroom Operations

It is part of your job to identify potential shrink in your store!

How to Identify Backroom Shrink

- Report open or unsecured doors.
- Never allow vendors to be on their own and report any unauthorized personnel to your manager.
- Keep all backrooms neat, clean and organized.

Pop Quiz Circle the correct answer for each of the following questions.

1. How often should reclamation be processed?
A. Daily B. Weekly C. Twice/Week D. As Needed
2. How many vendors should be in the receiving area at one time?
A. 2 B. 3 C. 4 D. 1
3. What is the purpose of a cage?
A. To serve as a holding area for extra HBC product
B. To serve as a secure location for high loss items
C. To serve as a place to hold all shippers
D. To hold shoplifters until the police arrive

Fill out this quiz for your chance to
Win a \$5 In-Store Gift Card

NAME _____

DEPARTMENT _____

TALK TO US
1-800-689-4609

If you have concerns or questions about losses at our store, talk with your manager. If you'd rather report your concerns confidentially, call the help line. It's confidential and available 24 hours a day.



Comforts™ Family of Products a Kroger Exclusive



Our Customers Say...

What do our customers want? Here's what they tell us:



Our People Are Great!

- Friendly Cashiers
- Associates who are friendly and attentive to my needs



I Get the Products I Want, Plus a Little:

- Produce Quality
- Meat Quality
- Items I want are available



The Shopping Experience Makes Me Want To Return:

- Short checkout time
- Clean stores
- Convenient to shop
- Worth the time and money



Our Prices Are Good:

- Good prices
- Weekly specials
- Store brands



Now more than ever moms and dads are looking for ways to help stretch their budgets without compromising quality when it comes to the brands they buy for their families. It is that insight that led Kroger Corporate Brands Department to redesign, improve and expand the Kroger Comforts brand of baby and toddler products, along with packaging.

When it comes to their babies and children, parents want products they can count on and trust, but are also affordable. Comforts includes a wide variety of products such as diapers, wipes, lotions, shampoo, powder, baby formula and other products such as thermometers, pacifiers, spoons, bowls and spill-proof cups. New products being introduced include finger foods and cereal bars to provide tasty snacks for kids. A new baby formula that supports a healthy immune system and baby wipes for sensitive skin will be added to the line-up.



Each product has been designed or redesigned to meet the quality standards our customers expect from major brands. Comforts packaging has a new look to reflect that quality and to gain the attention of moms and dads in our store. Products will carry the

brand's new memorable and approachable icon—a happy, yellow firefly. Look for all these quality products located in aisle 4 of our store.



“Our Lord has written the promise of the resurrection, not in books alone, but in every leaf in spring-time.”

Martin Luther

