



KROGER TIMES AT NORTHSORE DRIVE!

KROGER RANKS AMONG “AMERICA’S MOST REPUTABLE COMPANIES”

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

The Kroger Co. ranks among the Top 20 most reputable companies in America, according to the Reputation Institute’s Reputation Pulse 2009 study of the 153 largest companies in the United States. Reputation Institute’s Global Reputation Pulse is the largest study of corporate reputations in the world, identifying what drives reputation and covering more than 1,000 companies from 32 countries in 2009.

Reputation Institute’s Global Reputation Pulse is an annual survey of the general public measuring the corporate reputations of more than 600 of the world’s largest companies in 32 countries. For the U.S. survey, Reputation Institute included the nation’s 153 largest companies and polled U.S. residents. To calculate the Global Reputation Pulse rankings, Reputation Institute gauged U.S. consumers’ level of trust, esteem, admiration, and good feeling about a particular organization. The most relevant key performance dimensions include: Products/Services, Innovation, Workplace, Citizenship, Governance, Leadership and Performance.

“In today’s tough economic climate, corporate reputation is critical to sustaining and growing business,” said Andrew Johndrow, managing director, Reputation Institute. “This year’s results illustrate a direct correlation between how well a company manages its reputation across seven key dimensions and how likely consumers are to recommend or reject a company. A good reputation is not just nice to have; it’s a bottom line business imperative.”

David B. Dillon, Kroger chairman and chief executive officer, thanked the company’s 326,000 associates for their outstanding efforts in helping Kroger earn this distinguished honor. “Our associates are the reason customers feel good about Kroger and our family of stores. We appreciate the efforts our associates make every day in our stores, plants, distribution centers and offices,” Mr. Dillon said.

June Anniversaries

<u>Name</u>	<u>Date</u>
Larry Dixon	6/02/75
Sharif Ahmaed	6/02/08
Erin Greene	6/03/03
Jean Epperson	6/06/88
Doug Flynn	6/06/83
Tabbi Geisler	6/07/08
Jean Henderson	6/10/88
Mechelle Hawkins	6/12/95
T.J. Gibson	6/12/08
Tim Arms	6/13/84
A.J. Hurst	6/16/80
Joseph Barnett	6/18/07
John Pugh	6/19/85
Lauren Tyrrell	6/19/08
C.J. Miller	6/19/08
Sherri Breeden	6/24/01
Karen Tenney	6/24/08
Ben Krager	6/24/08
Jean Wooliver	6/26/86

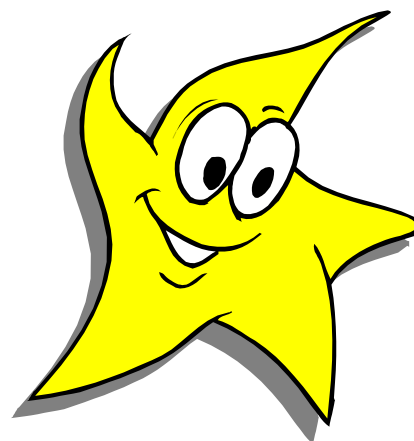
June Birthdays

<u>Name</u>	<u>Date</u>
Jean Epperson	6/04
T.J. Gibson	6/10
Ashley Riley	6/10
Scott Hart	6/16
Chuck Breeden	6/18



Congratulations to the 10 finalist that will compete for the chance to attend the Shining Stars Grand Finale Celebration at Stone Mountain Park, Georgia, on June 24, 2009. Our 10 finalists were drawn at random by a customer on May 25, 2009. Each finalist will draw four bingo cards and compete on June 1st for the chance to attend the Grand Finale Celebration. The first two finalist that get the "Cover All" will be the attending the Grand Finale Celebration on June 24, 2009 at Stone Mountain Park, Georgia. Here is our store's Shining Stars finalist, in alphabetical order:

- Brandon Gordon
- Chuck Breeden
- Elizabeth Stevenson
- Janet Howard
- Karen Lindsay
- Lisa Collins
- Lora Huffman
- Melissa James
- Michael Malek
- Sandy Yates



Congratulations to Our Shining Stars!

Your Newsletter is on the Web and in Living Color

Don't forget to visit Your525Newsletter online at www.your525newsletter.synthasite.com. Be sure to check it out and drop me a line to 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!



New Web Address Coming Soon!




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.

**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

From The Vault of Fred Meyers



**From the Vault items are specially priced
 online items for Associates only and
 reflect a savings greater than the
 everyday Associate 20% discount.**

Here is the Fred Meyer Vault Special for the month of June.

**Freshwater Cultured 8-9mm Pearl Necklace & Bracelet
 Gift Set in Satin Pouch. Sterling Silver Clasp.**

Retail Price	\$85
Sale Price	\$49
From the Vault Price	\$35
(*includes free 2 nd day shipping \$5.95 value)	



Fred Meyer **JEWELERS**
 "For All Those Special Times"

Available online only

Use online discount code: 9KREPJ14

Visit www.fredmeyerjewelers.com/vault or search for SKU# 1327766

Offer valid 6/1/09 – 6/30/09

Cannot be combined with any other offer or discount



Summer Oasis

By: Timothy Sorsdahl

June Happenings

- **June Is Luzo-Brazilian Month**
- **June 12, 1939: The Baseball Hall Of Fame Opens**
- **June 14: Flag Day**
- **June 21: The Summer Solstice**
- **June 21: Father’s Day**



Kroger and i-Wireless



You may not know, but The Kroger Co. is engaged in a joint venture with i-wireless, a provider of phones and phone services. i-wireless is launching an aggressive marketing



Our company is embarking on a new, landmark pricing initiative that will lower prices on nearly 40 items in our produce departments. It is one of the biggest investments our company has made in pricing and is in direct response to our customers' feedback. Now, more than ever, it is important for us to stake out the ground of great service, quality products and good prices as our customers look for ways to eat better and stretch their dollars in a tight economy.

Capturing Customer Attention

Customers have learned about this new pricing initiative in a number of ways including bold signage and creative in-store displays. Outside the store, the new values are also featured in our weekly ads, including radio and television.

Why Produce, Why Now?

Fresh produce always has been a cornerstone of our stores and family diets. Today is no exception. Produce departments are one place in the store where customers keep a close eye on prices. Our new pricing strategy will include lower prices on our produce every day as well as feature items on sale on a regular basis. The produce price reductions are part of an overall value campaign called **"More Value for the Way You Live"**. For our produce department, it brings two important things together to create value for our customers: 1) high-quality fruits and vegetables and 2) significantly lower prices – savings of up to 20 percent in some cases.

campaign and rewards program in our stores. The cornerstone of this program is an accumulation of free minutes for our customers every time they spend \$100 in our stores. Now that same \$100 earns you **FREE MINUTES** and Fuel Rewards. Here are some things you should know and can share with customers, family and friends.

- i-wireless and Kroger are launching a unique product and service program for customers.
- Customers will accumulate 20 free minutes every time they spend \$100 at our store.
- i-wireless works like any other national wireless provider with nationwide coverage via Sprint PCS network.
- Text messaging, incoming calls are free.
- There are no contracts.
- There are no activation fees.
- There are no roaming or long distance charges.
- You can purchase airtime when you need it and how much you need, giving you more control.
- i-wireless offers a wide range of high-quality phones (handsets).
- i-wireless rates are competitive.

Special Associate Offer

As part of the launch, i-wireless is offering an additional value to our Kroger associates. You will receive 30 free minutes for every \$100 you spend. That compares to 20 minutes for customers. This value is permanent, not a one-time or limited promotion. Kroger associates also will receive a one-time bonus of 100 free minutes for registering for the i-wireless program. This program is perfect for you if you are getting a wireless phone for yourself or family member for the first time or if you are seeking a new alternative to gain national service with a good pricing with no contract obligations.

Check out these phones!

			
LG 145 \$29.99	LG 150 \$39.99	LG 160 \$49.99	Katana LX \$69.99

All phones will have zero minutes at the time of purchase.

THINK SHRINK: SHRINK SMARTS



**The Shrink Topic For The 5th Period Is...
Markdowns**



Period 5 Safety Topic:

**Cut Prevention-
Cutting Tools**

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

Safety Creed

Safety is the first priority when using cutting tools.

- Inspect all tools before using them and never use dull or damaged blades.
- Only use approved cutting tools.
- Always angle the cut away from the body when cutting.
- Retract blades or put them away when not using them.
- Wear the right personal protective equipment (PPE) when using cutting tools.

What are Markdowns?

Markdowns are an exit strategy to ensure full sell-through and cost relief. Markdowns are used on excess, short-dated, distressed, discontinued, seasonal and one-time buy products.

Markdown Methods

Item Specific Markdown (ISM)

- Used on Fixed Weight items such as bagged salad & corporate brand coffee, tea, cookies and snacks.

Random Weight Markdown

- Used on Random Weight Fresh Meat and Seafood.

Was/Now Stickers

- Used on Fixed Weight items not supported by Item Specific Markdown.

Price changes in Point of Sale (POS)

- Used on excessive quantities of product.

NOBODY LIKES SHRINK

Give your entry form to a member of management.



PERIOD 5 Markdowns

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

How to Make the Most of Markdowns

- Follow Enterprise Best Practices on markdowns.
- Use markdowns to sell through excess and short-dated product.
- Remember that a markdown offers value to the customer and prevents loss to the store.
- Familiarize yourself with the Storewide Item Markdown (SWIM)

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

1. Markdowns provide?
 - A. Value B. An exit strategy C. Shrink relief D. All of the above
2. Markdown tags are:
 - A. Orange and white
 - B. Scannable
 - C. Should cover the original UPC code
 - D. All of the above
3. Storewide Item Markdown can be used in which departments?
 - A. Deli & Bakery B. Produce & Floral C. Meat & Seafood D. All of the above

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.





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

“What is one to say about June, the time of perfect young summer, the fulfillment of the promise of the earlier months, and with as yet no sign to remind one that its fresh young beauty will ever fade.”

Gertrude Jekyll



Following these simple steps, you, your family and friends will enjoy safe and delicious cookouts all summer.

1 Chill

- Use a cooler, chill bag or ice to keep fresh meat cold on the way home from the store or outside by the grill.
- Thaw or marinate beef, pork and poultry in the fridge.
- Keep deli salads and perishables on ice at picnics and cookouts.
- Place leftover cooked foods in a fridge or cooler with ice within two hours.

2 Clean

- Wash hands with warm water and soap for 20 seconds before and after handling food.
- Wash cutting boards, dishes and utensils with hot soapy water after preparing each item.
- Use paper towels and soap to clean kitchen and grill surfaces. If you use cloth towels, clean them often in your washing machine's hot cycle.

3 Separate

- Separate raw meat from other foods in your grocery cart, shopping bags, at home and by the grill.
- Keep cutting boards and utensils separate to avoid spreading germs.
- Place cooked food on a clean plate – never on a plate that held raw meat.

4 Cook

- Use a food thermometer every time you cook fresh beef, pork and poultry to reach its proper internal temperature and kill harmful bacteria.
- Cook ground beef and pork to 160°F, and cook ground turkey and chicken to 165°F.
- Check a cooking temperature guide to safely grill other cuts of fresh meat.
- Remember: You can never tell if meat is cooked properly by looking at it.

