



# KROGER TIMES AT NORTSHORE DRIVE!

## A Note From Randy Waters

### 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 Whale Said "Thank You"**

If you read a recent front page story of the SF Chronicle, you would have read about a female humpback whale that had become entangled in a spider web of crab traps and lines. She was weighted down by hundred of pound of traps that caused her to struggle to stay afloat. She also had hundreds of yards of line rope wrapped around her body, her tail, her torso, a line tugging in her mouth. A fisherman spotted her just east of the Farallon Islands (outside the Golden Gate) and radioed an environmental group for help.

Within a few hours, the rescue team arrived and determined that she was so bad off, the only way to save her was to dive in and untangle her. They worked for hours with curved knives and eventually freed her. When she was free, the divers say she swam in what seemed like joyous circles. She then came back to each and every diver, one at a time, and nudged them, pushed them gently around, she was thanking them. Some said it was the most incredibly beautiful experience of their lives. The guy who cut the rope out of her mouth said her eyes were following him the whole time, and he will never be the same.

May you and all those you love be so blessed and fortunate to be surrounded by people who will help you get untangled from the things that are binding you.

And, may you always know the joy of giving and receiving gratitude.

I pass this on to you, my friend, in the same spirit.

Randy Waters  
Manager of Customer 1st

### July Anniversaries

<u>Name</u>	<u>Date</u>
Megan Metcalf	7/01/08
Alisha Webster	7/11/07
Danny Noe	7/27/78
Marcus Bumgarner	7/27/05
Donna Cowden	7/31/07



### July Birthdays

<u>Name</u>	<u>Date</u>
Sandi Shaw	7/04
Phyllis Brewer-Vingoe	7/06
Thomas Hensley	7/06
Alice Pinckard	7/17
Dennis Harbin	7/18
Gerry Anders	7/20
Dee Bradden	7/21
Heather Hogan	7/23
Cody Thornburgh	7/30
Donna Cowden	7/30



#### Employee Assistance Program Visit

www.MagellanHealth.com/member  
or call 1-800-547-1442 for  
information, referrals and support  
on topics such as:

- Family
- Work-Life Balance
- Stress
- Health and Wellness
- Relationship Issues
- Grief and Loss
- Depression and Anxiety
- Alcohol or Drug Concerns

## 20% OFF KROGER BRAND ASSOCIATE DISCOUNT



We have an upcoming 20% off Kroger Brand Associate Discount quickly approaching on June 28<sup>th</sup> through July 4<sup>th</sup>, 2009. The discount is 20% off on Kroger Brands including Private Selection, Naturally Preferred, Active Lifestyle, Pet Pride, and more. Please make sure that your Kroger Plus Card is receiving the Employee Discount. If you are not receiving the employee discount, be sure to let Susannah Ishmael know so that your information can be updated and you can take advantage of this great opportunity for great savings and not to mention the great sales as well.



### Your Newsletter is on the Web and in Living Color

Don't forget to visit Your525Newsletter online, with a  
Brand New Look, at  
<http://your525newsletter.yolasite.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!



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
- Danielle Allen.....Management
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- Ed Durham.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Rose Branch.....Grocery
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks

**Save An Additional 20% Discount**



**For Kroger Employees Only!**

Save an additional 20% off the already discounted 40% HD patio furniture this week only. This furniture’s UPC begins with 41226 and now is a great time to purchase that patio furniture you have been wanting! This does not mean that it is 60% off. What it does mean is that you get an additional 20% off the 40% off price.

**Here is an example:**

<b>Kingsley set regular retail</b>	<b>\$449.99</b>
<b>With 40% discount!</b>	<b>\$269.40</b>
<b>Employee 20% discount!</b>	<b>\$215.52</b>



**Summer Hush**  
**By: Timothy Sorsdahl**

**July Happenings**

- **July 4: US Independence Day**
- **July 24, 1897: Amelia Earhart's Birthday**
- **July 27, 1858: First Use of Fingerprints as a means of identification**



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.



## A Note From Bruce Lucia

Dear Atlanta Division Associates:

As part of my ongoing commitment to communication, I am writing to give you an update and some highlights of our Division's results. First of all, let me take this opportunity to thank you for your hard work and commitment to our Company.

We finished the first quarter sales without fuel ahead of last year. Both total store sales and identical store sales continue to grow compared to last year. However, we still face some challenges as we are behind our sales budget for 2009.

The economy continues to affect the grocery retail industry, and Kroger is not immune to the recession. Unemployment in our region is exceeding 9 percent and above the national average. Consumer spending is shrinking, and both the stock and housing markets are slow to recover.

We also face tough local competition. Therefore, to enhance our competitive position, the company is investing aggressively in lower prices. We have reduced our prices in produce, meat, grocery and other categories. Kroger retail prices are now lower than most of our traditional competitors. Very simply, we are offering our customers more value than our competition during these challenging economic times.

As we invest in lower prices, we must sell more units to maintain the same profits in order to remain successful, provide good, stable jobs and career opportunities for our associates. Your focus on consistently meeting the needs of your customer through service, selection and value will continue to help in improving sales.

We have great opportunities ahead. The summer selling season is here with July 4th, Back to School and Labor Day just around the corner. The keys to successful selling are our people, product, pricing, planning, and execution of these events. You can play an important part and here's how:

1. Commit yourself to engaging and queuing our customers that will improve the shopping experience for them.
2. Continue to do your part to lower expenses by focusing on reducing shrink, reduce the use of plastic bags, energy conservation (Save 5 program i.e. turning off lights in unoccupied areas), and share any ideas that you have for improving efficiency.
3. "Tell and sell" – let our customers know about our pricing programs (e.g., produce, meat, grocery), 10 for \$10 sales, 3-Day Sales, weekly hot advertisements and value of Kroger brand products.

Thank you for all you do every day for our customers and the great work you do to support our communities.

Sincerely,

Bruce Lucia  
President, Atlanta Division



**THINK SHRINK: SHRINK SMARTS**

**How and Rotating, Date Checking and shrink connected?**

Rotating and Date Checking keep product fresh by ensuring that close-dated product is sold first. Product that goes out-of-date causes shrink. When customers purchase product that is out-of-date, the perception is that all products are not fresh, which may cause the loss of a customer.

**Examples of shrink caused by not properly Rotating and Date Checking:**

- Longer-dated product appears in front of shorter-dated product on shelf.
- Products go out-of-date because they were not rotated properly.
- First available product for purchase no longer looks fresh, due to inadequate rotation and therefore is not purchased.



**The Shrink Topic For The  
6<sup>th</sup> Period Is...  
Dating & Rotation**



**NOBODY LIKES SHRINK**

Give your entry form to a member of management.

**Period 6 Safety Topic:**

**Cut Prevention-  
Cutting Equipment**

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

Make sure you operate cutting equipment properly and safely by:

- Only operating meat saws, slicers and other powered equipment if you are 18 or older and after you have received proper training.
- Inspecting all equipment before using it and reporting anything that is damaged or broken.
- Follow all safety procedures when cleaning equipment.
- Keeping hands away from the blades of cutting equipment.

**PERIOD 6  Dating & Rotation**

Part of your job to communicate opportunities in your store!

Dating and Rotation Basics

- Find sell-by dates on products.
- Identify short-dated product and report it your supervisor.
- When stocking, place the newest product behind existing product in all departments. This rotation keeps stock fresh.
- Date all products in our cooler with their received date and check sell-by dates on the sales floor.

**Pop Quiz** Circle the correct answer for each of the following

- Proper rotation helps?  
A. Reduce Shrink B. Freshness C. Reduce markdowns D. All of the above
- Why rotate?  
A. Keeps product fresh  
B. Cooler organization  
C. Protect assets  
D. All of the above
- When should you date and rotate?  
A. Once a month B. Once a quarter C. Daily D. Never



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

OUR CUSTOMER'S ARE TALKING! HERE IS WHAT THEY HAVE TO SAY ABOUT THE "GREAT PEOPLE" HERE AT KROGER 525!

#### **Front End:**

"**Jared Roberts** always greets me and other customers with a fresh smile. He always has something nice to say, too. He has a cute shyness. I enjoy shopping at Kroger."

"Customer called in to let Atlanta division to let them know that **Lora Huffman** is outstanding with customers. Customer said that he and his wife were at home sick, they are elderly and Lora went out of her way and delivered their groceries to them. Customer would like for the division know what she has done for them."

This customer bragged about the above and beyond service that **Sonya Kron** had provided. Sonya had noticed that the customer had purchased three twelve packs, but did not get her fourth free one. Sonya walked after the customer and said "excuse me ma'am but you did not get your free twelve pack". Sonya came back into the store and got her free twelve pack. This customer remarked "You just don't find service like that anymore".

#### **Bakery:**

"Customer had two birthdays, 49<sup>th</sup> and 88<sup>th</sup>, and **Jean Henderson** decorated both of the cakes. Customers are definite about what they want and Jean did a wonderful job creating the cakes and matching cupcakes. Customer gave specific colors and Jean did a GREAT JOB!"



"I pledge allegiance to my flag  
and the Republic for which it stands,  
one nation indivisible  
with liberty and justice for all."

**Francis Bellamy, 1892**