



KROGER TIMES AT NORTSHORE DRIVE!

Principles of Customer Service Success:

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

1. Your customer is your paycheck.
2. Your attitude determines the degree of excellence of service you perform.
3. Customers Call, contact, or visit for one reason- they need something/help.
4. A customer ready to return and shop again is a powerful business advantage.
5. When you're done speaking with a customer or the transaction is over, that's when they start talking.
6. Word of mouth advertising is 50 times more powerful than other advertising.
7. Your friendliness and willingness to help is in direct proportion to your success.
8. Service is a feeling. (You know it when you get it.)
9. The secret to successful customer service is to **START WITH YES.**
10. The customer's perception of good or bad service is the measure of your success or failure. (In the end, customer perception is all that matters.)

Your Service Builds or Destroys Our Business.



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



 **Your Kroger Benefits**
Great People. Great Choices.

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



THE #1 RATED SLIP-RESISTANT FOOTWEAR

What makes Shoes For Crews the world's best slip-resistant footwear?

The superior gripping power of Shoes For Crews comes from the **top-rated SFC Mighty Grip Outside**. Made from a proprietary rubber compound, the outsole grips the microscopic roughness of the floor surface and Shoes For Crews provide over 100% greater grip slip resistance than other brands! Shoes For Crews guarantees that you will love your new shoes, but if you're not pleased with your footwear – for any reason – Shoes For Crews will gladly take your shoes back for a **FREE** exchange or an E-Z Return. Exchanges or returns must be made within 60 days of the purchase date. Shoes For Crews provides a **FREE** pre-paid UPS shipping label to easily return your purchase. Simply request either a **FREE** exchange or an E-Z Return on the enclosed form. Your **FREE EXCHANGE** will be quickly shipped at **NO CHARGE** once they receive your returned shoes. Please allow up to 7 business days after initial pair is received. Or if you use E-Z Return, Shoes For Crews will gladly refund your purchase less a \$6.95 per pair processing fee. Be sure to visit www.shoesforcrews.com or call 1-800-523-4448!



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

“Inclusion” is Good News for Everyone

“Yeah, I’ve heard... but what is Inclusion really?”

Many of you have heard other associates using the word Inclusion. Some of you may have even gone to Inclusion Training. But what is Inclusion really all about?

Inclusion is:

One of our company values, a type of council made up of associates who share feedback and actively work on overcoming barriers, a cultural change in which all associates are embraced and involved in appropriate business decisions and a training class in which associates identify the barriers that prevents them from working effectively.

Embracing our division’s Inclusion efforts will ultimately ensure that everyone’s opinion can be heard. This means a future in which associates, customers, vendors, and shareholders are heard, understood, and involved in appropriate business decisions.

Kroger’s Vision of an Inclusive Business Culture:

“We will have a business culture where associates are engaged in their real work... which is to put each and every Customer 1st... in ways we have not yet imagined. Each and every associate will have a supervisor who helps them to do this. Associates of all ranks will work together in a fair and inclusive way. Every associate will see the direct effect of their efforts of putting the Customer 1st in our business results.” –

Dave Dillion, Kroger CEO/Chairman of the Board

Each and every one of us must believe in the vision and take ownership for keeping each other engaged in our real work as well as engaging our customers!



**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**



High Energy Use Affects Shrink and Maintenance Cost

Did you know that SAVE 5 impacts two other store expense items? That's right. High energy use not only causes our utility expense to increase, it also affects shrink and maintenance costs. Let's take a look at how these three expenses fit together. Kroger uses cold chain management to keep perishable products refrigerated. If we do not use cold chain management, perishable products can spoil and cause shrink for our stores. By keeping cooler and freezer doors shut and refraining from overstocking cases, we are simultaneously practicing cold chain management and SAVE 5.

Furthermore, monitoring cooler, freezer, and case temperatures can alert us to a refrigeration problem before they become a shrink problem. Identifying warm cases gives us the opportunity to move product and contact maintenance for help. Other SAVE 5 items also impact maintenance. Turning out lights in coolers, freezers, break rooms, and offices saves energy. But it also extends the life of our light bulbs preventing Kroger from having to replace them as often. Equipment, like wrap stands and computer monitors, also require less maintenance when they are turned off for periods of time.

As you can see, energy is intertwined with shrink and maintenance. So when you close a cooler door or turn out a light, remember you are not only saving energy, but reducing shrink and maintenance costs as well.

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 July

Your Choice Created Ruby With Diamond Ring Or Pendant



Retail Price \$140



Retail Price \$185

From the Vault Price \$69
(*includes free 2nd day shipping \$5.95 value)

Fred Meyer **JEWELERS**

"For All Those Special Times"

Available online only

Use online discount code: 9KREPJ69

Visit www.fredmeyerjewelers.com/vault or search for SKU# 1312032

Offer valid 7/1/09 – 7/31/09

Cannot be combined with any other offer or discount
While Supplies Last

Ruby Occasions:

July's Birthstone

15th & 40th Wedding Anniversary

THINK SHRINK: SHRINK SMARTS

How can Rotating and Date Checking product decrease shrink?

All Associates

- Always rotate product when stocking coolers and shelves.
- Review dates and quality daily during Freshness Checks.

Associates Who Handle Perishables

- Date all products with their received date in coolers and freezers.
- Merchandise and sell product by its sell-by date.
- Watch sell-by dates. Proper rotation ensures products are sold at their freshest.
- Division markdown policies must be followed.
- Make sure backrooms and prep areas are kept organized and clean.
- Ensure displays and fixtures are kept neat and clean.



**The Shrink Topic For The 6th 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

fast facts

During Kroger's Annual Shareholder Meeting on June 25, Chairman and CEO Dave Dillon updated attendees – including many associates and retirees – on the company's progress. Here are some highlights:

★ In 2008, we saw changes in customers' habits and needs. Kroger is able to respond to these changing needs and turn them into business opportunities. Our Customer 1st strategy is flexible because it is based on satisfying the customer. Customer 1st is about earning a shopper's lifetime loyalty – in good times and bad.

★ A key part of our Customer 1st strategy is offering low prices. We continue to invest the cost savings made in any area of our business back into lower prices for our customers.

★ Last year, customers saved more than \$100 million on gas through our fuel rewards program. Customers have saved nearly \$200 million through our generic drug program.

★ Private Selection, our premium tier of store brands, exceeded \$1 billion in sales in 2008.

★ In 2008, our company, foundation, associates and customers donated more than \$152 million in our company's name to local causes and programs. Thanks to the efforts of our associates, our family of stores contributed nearly 14 million pounds of fresh meat, dairy products, fruits and vegetables to local food banks through our Perishable Donations Partnership.

★ Together with our customers, we recycled more than 16 million pounds of plastic and nearly 1 billion pounds of corrugated cardboard and paper last year.

★ Our family of stores sold more than 6 million reusable bags last year. Each bag has the potential to save 1,000 plastic bags over its lifetime.

"There, I guess King George will be able to read that."

**John Hancock, AFTER SIGNING
THE DECLARATION OF
INDEPENDENCE**