



Kroger Times At Northshore Drive!



ISSUE BRIEF: Plastic Bag Legislation Remains Trendy

Seattle. New York. Los Angeles. Canada. And Toledo?

That's right, plastic bag legislation has reached middle America. The Mayor of Toledo has proposed a plastic bag fee, partly to fill a budget deficit and partly to help the environment. Either way, the Mayor's proposal shows just how far plastic bag legislation has come as a legislative priority. Last year, municipalities throughout California began passing bans on plastic bags. Fearing a hodgepodge of regulations and laws, the California Grocers Association led a coalition to develop a compromise bill that included a fee on both plastic and paper bags. The fee was defeated in the midst of larger budget concerns facing California. But it hasn't gone away entirely. Seattle legislators passed a fee on bags, only to have the American Chemistry Council pay to have it placed on the ballot for voters to decide. That referendum is in August of 2009. New York City and Los Angeles are getting in on the act too—both have proposals to enact new fees. Federal legislation is unlikely, but some observers believe that it may not be long before plastic bag fees become the norm. Loblaw's, Canada's largest grocer, just announced that they will charge 10 cents per bag. Other retailers in Canada are considering similar moves. Kroger prefers that legislators refrain from passing any bag legislation. If legislators do choose to act, we prefer fees on paper and plastic rather than outright bans of just plastic bags.

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!!!!**



January Anniversaries



VACATION INFORMATION

All Employees: Be sure to sign the vacation schedule in the employee break room. According to the contract, Article 17 Section 10b, states: "Employees who have a full-time seniority date on or before **November 1, 1997** must select their choice of vacation by **February 15** of each year. All other employees must select their choice of vacation dates by **March 1** of each year, however, in the event of a conflict in schedules, seniority shall be the controlling factor."



January Birthdays



Employee News:



Brandon Gordon and his wife, Ashley Gordon, would like to announce the birth of their son, Alexander S. Gordon. Alexander was born on Dec.19, 2008 and weighed 7lbs 9oz. Congratulations!!

Chris Braden and his fiancé, Christina Baker, are happy to announce the upcoming birth of their son, Asher T. Braden. The expected date of birth is Feb. 27, 2009. Congratulations!!

Jean Epperson's leave of absence has been extended until March. Hope to see you soon Jean!!



<u>Name</u>	<u>Date</u>
Amanda Mills	1/03/08
Ying Eldridge	1/03/08
Ben McGimsey	1/08/00
David Lemelin	1/15/05
Charles Hamilton	1/16/08
Dennis Harbin	1/17/08
Hasmukhbhai Patel	1/17/06

<u>Name</u>	<u>Date</u>
Belinda Brackett	1/04
Ray Caldwell	1/05
Elizabeth Stevenson	1/05
Ethan Adams	1/15
Mark Simerly	1/17
Tammi Moore	1/20
Margaret Teague	1/27
Mike Horsey	1/28



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
- Ryan Carpenter.....Starbucks
- Sherri Breeden.....Drug G/M

GET READY FOR TAX SEASON....NOW

As 2008 draws to a close, it’s time to think about the unthinkable-tax season! April 15 seems far away, but it’s important to prepare now. There are several easy things you can do to get ready for tax time-and it only takes the click of a button-ExpressHR. Go to ExpressHR from the kiosk computer in the break room, a computer at work or a computer at home and follow these three simple steps.



Step 1: Verify your address.

The company must have your current address in ExpressHR to ensure that any tax forms and company information reaches you. Log-in to ExpressHR and click “About My Personal Profile” from the left menu. In the profile screen, you can verify your current address. By clicking the pencil icon next to Address Information, you can update your address, phone numbers and even include a personal e-mail address.

Step 2: Verify your withholdings.

ExpressHR allows you to verify and update your W-4 withholdings. Click “W-4 Change” on the left menu, and the withholdings screen appears. By clicking the Edit button on the screen, you have access to a great feature-an online worksheet-that can help you select your withholdings.

Step 3: Sign up to receive your W-2 online.

From anywhere in ExpressHR, you can click the MyHRInfo icon at the top right of the screen to access MyHRInfo. Select “My Pay” from the menu on the left, and then click “W-2” from the drop-down list. On this screen, you can review several topics about the W-2, and click the link to The Work Number-a vendor site that manages the company’s electronic W-2 forms. (For more information and the specific steps to receive your W-2 electronically, go to BarneyWeb and review the article “Get your W-2 Online.”) Your W-2 will be available online by Feb. 1, 2009. Three simple steps and you’re ready for tax season! With ExpressHR, you have a one-stop shop for your tax preparation needs.





2009-2010 KROGER SCHOLARS SCHOLARSHIP PROGRAM

Kroger Scholars is offering more than 200 college scholarships for the 2009-2010 school year. The application process will begin in early February and continue through the end of March. These \$1,000 scholarships will be awarded to outstanding students who are children of associates in participating division.

Each applicant must be a dependent child of a full-time or part-time associate who has been with the company at least two years and who works at least 1,000 hours a year. Eligible students must be high school seniors who plan to enroll - or graduates who are already enrolled - in a full-time undergraduate program at an accredited two-year or four-year college, university or vocational-technical school.

Details will be available in early February about when and how students can complete an electronic application form.



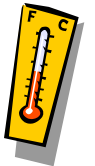
Kroger to Sponsor Daytona 500

Kroger has partnered with ISC to sponsor Daytona 500 qualifying on February 10, and for the past five months the two have partnered in a campaign "that will bring product marketing results estimated at \$100[M]," according to John Eckberg of the Cincinnati Enquirer. Kroger has branded several in-store items with a Daytona 500 logo, and Eckberg notes this "innovative approach to co-marketing may offer Kroger a future avenue for revenue with other major American sports." Mediapost Automotive Editor Karl Greenberg said, "Now Kroger has a campaign they can point at and say, 'Look at what we were able to do.'" The campaign covers many Kroger-branded foods as well as nearly 40 private brands, and Kroger will "roll out the marketing at stores in 37 states".



Food Safety Information

"Do we eat the product or do we eat the case?"



Sounds like an absurd question, doesn't it? But when you think about how to take a temperature of the products in our cases, remember that. Cold and Hot Holding Temperature Logs are required for all products in our cases that are in-store prepared, potentially hazardous and Ready-To-Eat. These include products such as Salad Bar/Soup and Cut Fruit in Produce; Cooked Seafood in the Meat Department; and Cheese Shop, Grab'n'Go, Rotisserie Chicken and many others in the Deli Department. We need to ensure that the products in these cases are maintaining a temperature of 41°F or below for cold foods or 135°F or above for hot foods. Cases go through defrost cycles several times throughout the day and the case readings do not always reflect the true temperature of the product within.

Here are a few tips to use when taking temperatures for our logs.

1. Take an initial reading with a laser or infrared thermometer. Point the red laser beam at the product and make sure it is above 135° or below 41°. This will allow you to spot-check the many items to be logged.
2. If it is not, use a stem thermometer for a more accurate temperature reading. Insert the probe into the product itself and wait for the reading to stabilize.
3. Document the reading on the required temperature log. If the temperature is outside of the desired safety range, be sure to note a Corrective Action taken such as removing the product for sale, moving to a cooler for proper cooling or calling maintenance, etc.
4. Remember: Hot Foods get logged every 2 hours and Cold Foods every 4 hours the time the department opens until the time it closes during business hours.





The Shrink Topic For The 13th Period Is... Kick-Starting the New Year!



Period 13 Safety Topic

Parking Lot Safety

On Your Way To And From Work, Check Out The Condition Of The Parking Lot.

- Secure stray shopping carts promptly
- Push no more than 4-6 carts at one time
- Wear a reflective vest when working outdoors
- Watch for and report damaged mats, doors, pavement and other unsafe conditions

Period 13 Shrink Notes

Happy New Year! We've made it through another busy holiday season and now it's time to focus on getting back to the basics. Let's focus on organization and efficiency. If we have an organized department, even the largest tasks will be easier to accomplish.

During this period, we will focus on these specific actions:

1. Cleaning and organizing our departments
2. Using the tools available to help minimize shrink

Schedule time to clean and organize your department. Be sure to walk you department and re-allocate holiday selling space to reflect your regular sales volume.

Take advantage of all the tools available to help reduce shrink and keep you department running as efficiently as possible. Work with your team to use these tools:

- ✓ Production Planning Sales Tool
- ✓ Production Guides
- ✓ Order Guide
- ✓ Store Manager Exception Report
- ✓ Short Date Alert
- ✓ Fresh Insight Reports
- ✓ Order quantities to meet demand. Too much could result in loss, and too little will mean we are not able to meet our customers' sales needs, thus losing sales.



PERIOD 1 Shrink Awareness

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

How to Identify Shrink

- Watch for signs of aged or damaged goods. Keep an eye on sell-by dates. Rotate properly.
- Be alert to theft. Make sure backroom doors and dock doors are secured at all times and that vendors are never allowed to be on their own,
- Our people are great. We expect you to work honestly and report any suspicious activity.

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

1. What percentage of shrink dollars impact the bottom line?
A. 27.56% B. 50% C. 25% D. 100%
2. Which of the following is not a tab on the Think Shrink website?
A. Monitor B. Results C. Dashboard D. Learn
3. How can stores help reduce shrink on a SBT (Pay by Scan) Vendor?
**A. Spot check deliveries
 B. Spot check credits
 C. Reduce product loss if a freezer goes down
 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

For access to the Shrink Website, see Mr. Boone, Mr. Gaylor or Ms. Webb for help with the answers to the Shrink Awareness questionnaire! Give your entry form to a member of management.

Employee Benefits Employee Assistance Program

Everyone needs a little help now and then. For many, the holidays can be especially difficult. That's why Kroger provides associates with a free, confidential Employee Assistance Program. It's managed by Magellan Health, the industry leader in EAP services. The Kroger EAP from Magellan is available 24/7 to help associates deal with a variety of personal issues including (but not limited to)

- anxiety
- stress
- relationship problems
- depression
- grief
- drug and alcohol issues and more



Associates speak with trained, qualified counselors in complete confidentiality. Don't let life's difficulties get the best of you. The EAP program is there to help. Check your employee handbook for more information – or just call Magellan anytime 24 hours per day, 7 days per week at **1-800-547-1442**

Here Are Some Great Savings That Kroger Offers Their Employees



Starbucks Offers Employees A 10% Discount Everyday On Any Handcrafted Beverage, Brewed Coffee And Service Pastry Purchase With Your Kroger Plus Card!



Kroger Employees Receive 10% Discount Everyday On Kroger Brand Items



ProFlowers offers Kroger employees a 10% discount off flowers plus additional discounts. Right now Employees receive a Free Clear Standard Vase (floral purchases only). Go to ProFlowers.com then click on the link, *Corporate Services*, at the bottom of the page. On the next page enter the VIP/Corporate Code **EMP11** and then pick from the many hundreds of beautiful floral arrangements from ProFlowers.com . With Valentine's Day coming up this is a great way to save on flowers for your sweetie this holiday.



Carnival of Love Purely Spectacular Sunflower Radiance 100 Blooms of Love Winter Blooms