



Kroger Times At Northshore Drive!



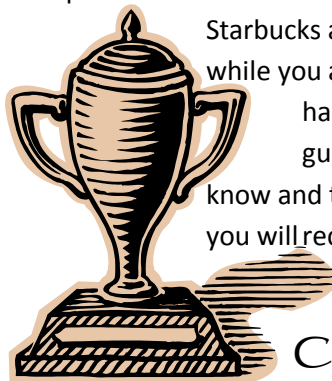
Most Valuable Barista awarded to:

Tampa Newport



Congratulations to **Tampa Newport** for winning the Starbucks Period Award: **Most Valuable Barista**.

Tampa won the award for **Increased Sales** and **Gross Profit**. So come by Starbucks and congratulate Tampa for her recent award and while you are there, order yourself a "custom-make" hand-crafted beverage of your choice. Your beverage is guaranteed, if it's not perfect every time, let them know and they will make it right. Plus as a Kroger employee you will receive a 10% employee discount, how perfect is that?



Congratulations Tampa!!

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!!!!**





February Anniversaries



<u>Name</u>	<u>Date</u>
Shane Myers	2/05/07
Melissa James	2/07/08
Steven Russell	2/12/08
Sandi Shaw	2/16/92
Stefani Taylor	2/16/08
Charles Murphy	2/22/06
Elizabeth Brakebill	2/25/07
Terry Estridge	2/25/80



February Birthdays

<u>Name</u>	<u>Date</u>
Lindalee Russell	2/05
Michael Malek	2/05
Chuck Murphy	2/06
Rose Branch	2/07
Matt Wyatt	2/09
Elizabeth Brakebill	2/14
Brandi Lawhorn	2/15
Jessica Jones	2/15
Nicole Jones	2/19
Alishia Latham	2/20
Chris Easterling	2/22
Ed Durham	2/25
Cate Davis	2/27



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."



Employee News:



Jean Wooliver will be out on medical leave from Jan. 17th through April 29th, 2009.

Kay Knight will be out on medical leave from Feb. 12th through May 12th, 2009.

Hasmukhbhai Patel will be out on medical leave from Feb. 8th through May 18th, 2009.

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

Chris Braden and his fiancé, Christina Baker, would like to announce the birth of their son Asher T. Braden. Asher was born February 7, 2009 and weighed 6lbs 1oz.





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

Check out our wide selection *Organic Products* throughout our store.



What is Organic?

Organic foods sold in our stores are products that carry the USDA labels which have been certified as such and meet the USDA standards. Produce that earns the USDA organic certification is grown without the use of pesticides, synthetic fertilizers, sewage sludge, bio-engineering or ionizing radiation. In order to be labeled "organic," the farm where the food is grown is certified to make certain the farmer is following all the rules necessary to meet USDA organic standards. Companies that handle or process organic food before it arrives in our stores must be certified, too.

Kroger carries a wide variety of organic products throughout the store.

To know if your food is certified as organic, you should look for a small sticker with the USDA Organic Seal on the product or on the display of the product. Products with this seal must contain at least 95% organic products by weight to meet the specifications for being organic.

What Do the Various Organic Food Labels Mean?

Single-ingredient foods, such as vegetables and pieces of fruit, carry the USDA Organic label either as a sticker or on the sign above the bin. Meat, cartons of milk or eggs, cheese earn the organics label if they are grown or produced on organic-certified farms. The USDA Organics label means that these foods are at least 95% organic.

For foods with more than one ingredient, the labels differ:

1. **Foods with 100% organic ingredients** are labeled "100% Organic"
2. **Foods that contain 95-100% organic ingredients** are labeled "Organic"
3. **Processed foods that contain at least 70% organic ingredients** can use the phrase "Made with organic ingredients" and list up to three of the organic ingredients on the display panel

Processed foods with less than 70% organic ingredients cannot use the term organic anywhere on the main display panel, but may identify the specific ingredients that are organically produced in the ingredients statement. Look for the name and address of the government-approved certifier on all packaged products that contain at least 70% ingredients.

What's the Difference Between Natural and Organic?

Only food labeled "organic" has been certified as meeting USDA organic standards. The term "natural" means that a food product is basically free of artificial and synthetic ingredients and for meat and poultry, the products are also minimally processed. Truthful claims, such as "free-range," "hormone-free" and "natural" can still appear on food labels. But they don't mean that the food is organic.

Get More Information

Learn more about the USDA organic standards at www.ams.usda.gov/nop or call the National Organic Program at 202-720-3252.



**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".

Save on Fuel 4 Ways



4 Great Ways to Save Money on Fuel.

Save 10¢ a gallon for every two eligible prescriptions you fill.



Save 10¢ a gallon for every \$100 in eligible grocery purchase.

Save 10¢ a gallon for every \$50 in eligible gift card purchases.



Save another 5¢ a gallon when you pay at the pump with your 1-2-3 Rewards MasterCard.





The Shrink Topic For The 1st Period Is... Shrink Education!



Period 1 Safety Topic:

Safety Awareness

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

Do your part to work safe and make our store a safe place to be, every day.

Injury Prevention

- Help the STAR Safety Team build a safety culture.
- Stay alert for unsafe conditions. Report and fix them immediately.
- Know the locations of emergency exits, fire extinguishers, eyewash stations, and first aid kits.
- Never engage in horseplay or any action that could put others in danger.

THINK SHRINK TOPIC: SHRINK EDUCATION

What are Freshness Checks?

- Freshness Checks include culling and removing bad product daily from displays. This ensures that customers are provided with the best product available: this will make them want to return.



How do Freshness Checks affect shrink?

- Conducting proper Freshness Checks and taking the appropriate action on distressed product provides the best opportunity for full sell-through and cost relief. Ultimately, this allows fresh product to be provided to our customers and shrink be reduced.

Examples of shrink that could be lessened by conducting Freshness Checks:

- Salmon in the Seafood Department is not sold before its sell-by-date without the proper markdown attempts.
- Lettuce has become wilted and gone unnoticed causing the product not to sell.
- Close-dated bread in the Bakery has not been reduced and is now out-dated.

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.



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 impacts 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:

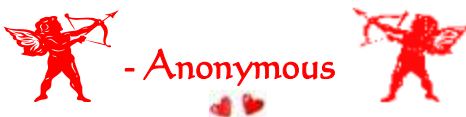
- Short checkout time
- Clean stores
- Convenient to shop
- Worth the time and money



Our Prices Are Good:

- Good prices
- Weekly specials
- Store brands

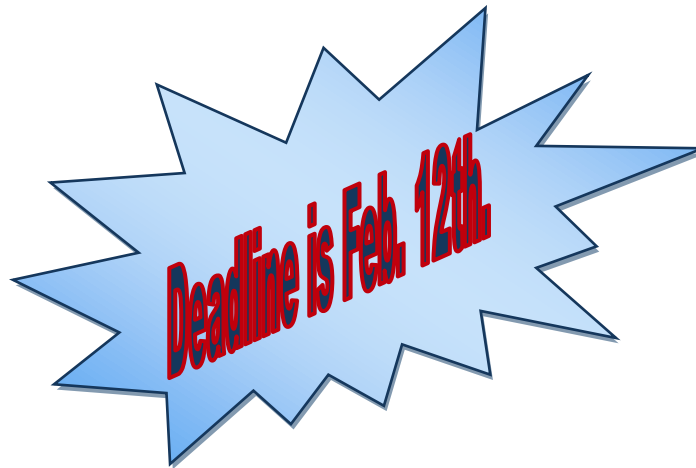
I don't understand why Cupid was chosen to represent Valentine's Day. When I think about romance, the last thing on my mind is a short, chubby toddler coming at me with a weapon.



- Anonymous

Locker Information

You have until February 12th, 2009 to sign the sign-up sheet to claim a locker. If you have a locker or wish to own a locker please sign the sign-up sheet today! All unclaimed lockers will be zip-locked after this date. The sign-up sheet is located at the back time clock. If you have any questions, please see Susannah Ishmael.



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



Fred Meyer Jewelers and **Littman Jewelers** offer Kroger employees a 20% discount everyday on Jewelry and Watches*. For the jewelry store near you, please call 1- 800- 457-5977 or shop online at www.fredmeyerjewelers.com or www.littmanjewelers.com use Associate discount code **9KRHR20** online. With Valentine's Day just around the corner, now would be a perfect to take advantage of these discounts for that special person in your life and show them just how much you care! *Includes sale and clearance merchandise, excludes unmounted diamonds and Swiss watches.



**Little Box.
Big Discount.**