



KROGER TIMES AT NORTHSORE DRIVE!

Canned Hunger News Article:
A Winter Harvest

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

Congratulations to Sandi Shaw, Cody Thornburgh, Lora Huffman and all of our great cashiers for their efforts in raising money for the Can Hunger Food Drive. Sandi, Cody and Lora were our top 3 sellers of Can Hunger icons to raise money for this worthy cause and for their efforts a news article appeared in the Bearden/Cedar Bluff, West Side Shopper-News, Vol. 3, No. 6 issued on February 9, 2009. Our store raised \$14,813 which was the highest amount of all 216 stores in the Atlanta KMA. Congratulations on making the local newspaper. **Here at Store 525 we are lucky to have all the GREAT CASHIERS that we have and all the efforts that you put forth, so THANK YOU for all you do!!!**



★ 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!!!!**



March Anniversaries

<u>Name</u>	<u>Date</u>
Chris Easterling	3/02/99
Kay Knight	3/03/73
Ted Hedges Jr.	3/03/07
John Ingram	3/09/08
Sonya Kron	3/12/95
Scott Hart	3/12/96
Gordon Smith	3/16/82
Alishia Latham	3/17/07



March Birthdays

<u>Name</u>	<u>Date</u>
Terry Estridge	3/03
Ted Hedges Jr.	3/06
Lora Huffman	3/10
Chris Braden	3/14
Wesley Rutledge	3/23
Kenny Brown	3/23
Ying Eldridge	3/24
Doug Flynn	3/25
Larry Dixon	3/25



KROGER SCHOLARS APPLICATION PROCESS BEGINS FEB.15TH

As an associate of the Kroger family of stores, you're no stranger to hard work and commitment-to your family, to our customers and to the community we share. You want to do your best for all of them. The Kroger Co. Foundation wants to help. If your child will be a full-time student in college or technical school next year, back-to-school planning season begins now. Kroger Scholars offers one-time \$1,000 scholarships to the children of Kroger associates in participating divisions. Up to 314 grants will be available for the 2009-2010 school year. From Feb.18 through April 15, your son or daughter can submit an application online at www.scholarshipamerica.org/krogerscholars. No paper applications will be accepted. The program is open to children of Kroger associates who have two years of service and work at least 1,000 hours per year. Up to 80 percent of the awards will be to children of hourly associates, if enough applications are received. Scholarship America, a leading national scholarship manager, will select the recipients, based on a broad range of criteria. Last year, more than 190 scholarships were awarded company-wide to children of associates. Your child works as hard as you do. Our company is ready to help you reward their commitment.



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.

Sharon Hargrove recently got married in December 2008. Congratulations Sharon!

Mechelle Hawkins 5 year old nephew, Tae Jones, had surgery on March 5, 2009 and is staying at Children's Hospital. Let's keep Tae in our thoughts and prayers.



The Helping Hands Fund

Assisting the associates of The Kroger Co. family in times of need.

Thanks to the Helping Hands Fund, you now have somewhere to turn when an unexpected event creates a financial emergency.

The Helping Hands Fund is ready to support if you face a life-changing major events, such as:

- Loss of residence to fire, flood storm or other catastrophic events
- Death of a spouse or child
- Major medical expenses , beyond what insurance covers
- Flight from a domestic violence situation
- Short-term disability, when income does not cover living expenses
- Other crisis circumstance, as approved by your business unit’s Advisory Team



An Advisory Team in your business unit is ready to help you find assistance at a moment’s notice.

How do you get help?

1. Fill out a Helping Hands Request Form. Forms are available from your supervisor, the Company intranet, or your Human Resources Department. You can fill out a request for yourself, or recommend a co-worker in need of assistance.
2. Return the completed form to your supervisor or Human Resources Department.
3. Your business unit Advisory Team will review your request based on the Helping Hands Fund criteria. If approved, a check will quickly be available.

The Helping Hands Fund assists associates with critical expenses, such as:

- Rent/mortgage payment
- Clothing
- Food
- Medical insurance
- Medical expenses not covered by insurance
- Utilities
- Other needs, as approved by business unit’s Advisory Team

No funds will be issued to assist with hardships caused by an associate’s own actions, such as credit card bills, bankruptcy or gambling debts. Full-time and part-time associates in good standing who have been with the Company for at least one year are eligible for this support.

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



Your Kroger 525 Pharmacy now lets you order your prescription refills by Internet or Phone. Your Choice.

To order Online:

- Sign onto our secured web site at www.kroger.com
- Click on the easyfill icon and follow the instructions



- Arrange to pick up your prescription at your Kroger 525 Pharmacy

To order by Phone:

- Call your Kroger 525 Pharmacy at (865) 693-6932 from any touchtone phone
- Follow easy, automated instructions
- Arrange to pick up your prescription at your Kroger 525 Pharmacy



Have you received your W-2 yet?

If you have yet to receive your W-2 form in the mail, you can now enroll in w2express and immediately receive your 2008 W-2. Go to www.w2express.com ; enter the company code for Kroger, which is 10575. On the next page, create your account by logging in with your Social Security and PIN, which is your last four digits of your SSN, followed by the four digits of you birth year; 12341990, for example. You will be prompted to change your PIN to a new number. On the next page, you will select enroll, where you will verify your mailing address, email address and phone number. The next screen gives you the opportunity to select the W-2 you want, select 2008 for the current tax year and online as the option. You can print more than one copy and go back to the site to print another if you wish within 24 hours. After that, it's \$10! Be sure to save your PIN and the website address with your copy that you keep for your files, as you will now have to receive your W-2 online through this site; Kroger will **not** mail your W-2 once you are enrolled.



Fabulous Five Fridays



STORE 525

I've been shopping at the store for 2 years and the employees at this store are always great to help me with anything I need. I want to give kudos to **Karie Ely, Carolyn Caldwell, Betty Noe, Larry Dixon** and **Lora Huffman**. They do a great job.

STORE 525

Michael Malek always has a smile on his face and is very nice.

Our Customers do take notice of our behaviors and they truly appreciate the service that we provide them. Your actions support the 4 Keys of the Customer First Strategy. Great Job!

THINK SHRINK: SHRINK SMARTS



**The Shrink Topic For
The 2nd Period Is...
BOB**



Period 2 Safety Topic:

Green Zone Lifting

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

Strain & Sprain Prevention

Strains and sprains are the most preventable and most common on-the-job injuries in the US. (Bureau of Labor Statistics)

Green Zone Lifting

Ensure that you lift in your green zone, the area just in front of the torso, and prevent back injury by:

- Bending your knees and gripping the load firmly Keeping loads close to your body and lifting with your knees
- Turing with your feet, not your waist
- Using team lift or equipment to help with heavy loads.



What is Production Planning?

In order to provide the freshest product, closest to the customer’s demand, Production Planning helps determine how much product should be prepared or processed.

How does Production Planning affect shrink?

Each day Meat, Deli, Bakery and Produce departments produce products to sell. Producing too much and /or not enough product may affect sales and shrink. This causes unnecessary losses and results in dissatisfied customers.

Examples of Production Shrink:

- Not using the Meat Production Planning Tool properly and under-producing rib eyes that are in the ad and running out before prime time.
- Not utilizing the Bakery Production Tools properly and over-producing French bread, resulting in twenty loaves scanned out as known loss.

NOBODY LIKES SHRINK

Give your entry form to a member of management.



PERIOD 2 ■ BOB

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

How to Identify Bottom of Bascart (BOB) Shrink

- Follow Enterprise Best Practices to assist with BOB items, use PAID stickers And execute bascart exchange.
- Take notice of what’s leaving the store on the BOB. Tell the Front End or store manager if you have concerns.
- Be aware that you can find your store’s BOB mystery shop results on the Think Shrink website.

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

1. How many BOB audits must a store perform if they do not achieve 90% on the BOB portion of the Mystery Shop?
A. 5 B. None C. 12 D. 4
2. Approximately how many dollars are lost per lane, per day due to BOB?
A. \$3.75 B. \$7.50 C. \$5.00 D. \$10.00
3. What is the purpose of a “bascart exchange”?
A. Remove trash from cart
B. Clean cart before entering holding areas
C. Assure BOB items have been scanned
D. A & B

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

St. Patrick: one of the few saints whose feast day presents the opportunity to get determinedly whacked and make a fool of oneself all under the guise of acting Irish.

Charles M. Madigan

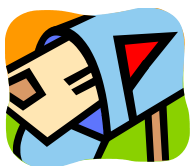


Kroger Offers You



As a member of the Kroger Co.'s family of stores, our 320,000 associates enjoy a wide range of benefits, no matter their job. Every associate is important, and we offer competitive pay, comprehensive benefits and special perks.

Our customers enjoy our everyday low prices, but you get even more. We help you and your family save money with discounts and special offers that are only available to Kroger associates. Discounts and offers may include coupons, wireless phone service, online floral gifts, fine jewelry, entertainment offers like CDs and DVDs, and more.



Coupons and offers by mail



Fine jewelry for less



Entertainment offers



Wireless telephone discounts



Online floral gifts



PC discounts



Food and beverage discounts



Ford discounts

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.



Microsoft Employee Purchase Program Purchase some of Microsoft's most popular software and hardware at discounted prices! To access the Microsoft Employee Purchase Program web site, please follow these steps:

1. Go to <http://epp.microsoft.com/> and insert the following program code **1117B34A70**. Note: Do not share this number with anyone outside of our company. It is assigned to our company only.
2. Choose your preferred country and language.
3. Enter your personal e-mail address, company name (The Kroger Co.) and program code. **Please note:** the company name must be entered exactly as indicated above for the order to be successfully completed.
4. Place your order on-line. You may purchase up to three copies of any product available. Your order will be shipped to you (orders cannot be shipped to P.O. boxes).