



# Kroger Times At Northshore Drive!

One Area The Store Needs To Put More Focus On Is Store SEPR Scores or Mystery Shops. Here Are The Year To Date Scores Through The 10th Period.

## 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

## Areas That We Are Meeting Goal:



### Front End

### Goal

### Score

- Bagger Percent 90% 93.1%
- Clean Floors 90% 97.5%
- Clean Restrooms 90% 95.0%
- Clean Bascarts 90% 98.8%
- Front End Eye Contact 90% 92.0%
- Front End Greeting 90% 90.0%
- Self Checkout Queuing 90% 100.0%



### Grocery

### Goal

### Score

- Clean Dairy 90% 97.5%



### Meat

### Goal

### Score

- Meat Clean 90% 98.8%
- Associate Neat & Clean 90% 98.6%
- Associate Eye Contact 90% 100.0%
- Associate Verbal Acknowledge 90% 91.4%



### Produce

### Goal

### Score

- Produce Clean 90% 100.0%



### December Anniversaries

<u>Name</u>	<u>Date</u>
Sue Rhodes	12/01/98
TanzaLeatherwood	12/02/85
Jared Roberts	12/02/04
Brandi Lawhorn	12/11/07
Randy Clark	12/18/80
Gerry Anders	12/18/07
Steve Nelson	12/19/73
Randy York	12/31/06



### December Birthdays

<u>Name</u>	<u>Date</u>
Joseph Barnett	12/10
Betty Noe	12/11
Sharif Ahmaed	12/11
Brandon Hollifield	12/12
Steven Russell	12/12
Kim Jones	12/17
Tampa Newport	12/20
Charles Hamilton	12/24
Trish Stinnett	12/25

### Areas That We Are Falling Short Of Goal:

<u>Front End</u>	<u>Goal</u>	<u>Score</u>
• Front End Thanking	90%	85.3%
• Front End Friendliness	90%	83.5%
<u>Grocery</u>	<u>Goal</u>	<u>Score</u>
• Non-Front End Eye Contact	90%	80.9%
<u>Meat</u>	<u>Goal</u>	<u>Score</u>
• Non-Front End Eye Contact	90%	80.9%
• Associate Visible	90%	87.5%
<u>Produce, Deli &amp; Drug G/M</u>	<u>Goal</u>	<u>Score</u>
• Non-Front End Eye Contact	90%	80.9%

### Areas That We Need To Focus On:

<u>Front End</u>	<u>Goal</u>	<u>Score</u>
• Express Lane Queuing	90%	66.7%
• Front End Smiling	90%	75.3%
• Front End Engaging	90%	75.0%
• Regular Checklane Queuing	90%	78.1%
<u>Grocery, Meat, &amp; Produce</u>	<u>Goal</u>	<u>Score</u>
• Non-FE Verbal Acknowledge	90%	71.1%
<u>Deli &amp; Drug G/M</u>	<u>Goal</u>	<u>Score</u>
• Non-FE Verbal Acknowledge	90%	71.1%



Kroger 525 Would Like To Announce The Arrival Of Two New Members To The Kroger Family. The Birth Of A Daughter To Michelle Mullins. Addison Marie Mullins Was Born On November 3<sup>rd</sup>, 2008 And Weighed 6lbs. 7oz. The Birth Of A Grandson To Patsy Wilkinson. Ryan Michael Wilkinson Was Born November 20<sup>th</sup>, 2008 And Weighed 8lbs 11oz. Lets Congratulate Them On Their New Arrivals.



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 Breedon.....Drug G/M

**Values**

The Company’s Core Values Are Principles And Standards That We Build The Rest Of Our Business Around. These Values Are The Same For All Associates, Regardless Of Their Position In The Company, And They Are Our Guides In Making Decisions. The Kroger Family Of Companies Seeks Candidates Who Can Live Our Company Values.

**Honesty – Doing The Right Thing & Telling The Truth**

The Company Is Committed To Being Honest And Fair, And Doing What’s Right For Our Associates And Customers. Associates At All Levels Are Expected To Uphold This Standard With The Company, Other Associates And Our Customers.

**Integrity – Living Our Values In All We Do, United Approach To How We Do Business And Treat Each Other**

We Are Accountable To Our Customers, And To Each Other, To Conduct Ourselves Every Day According To Our Core Values.

**Respect – Valuing Opinions, Property And Perspectives Of Others**

Every Associate Deserves To Be Treated With Respect, And To Treat Others In The Same Manner. The Company Is Committed To Creating A Work Environment Based On Mutual Respect And Dignity.

**Diversity – Reflecting A Workplace That Includes A Variety Of People From Different Backgrounds And Cultures, Diversity Of Opinions And Thoughts Opinions And Thoughts**

We Want Our Associates To Reflect The Diversity Of The Communities We Proudly Serve. The Company Is Committed To Fostering An Environment Where Diversity Is Appreciated As A Source Of Strength And Vitality.

**Safety – Watching Out For Others, Being Secure And Safe In Your Workplace**

The Company Strives To Ensure That Associates Are Secure And Safe In Their Workplace, And That Customers Shop In A Safe Environment. Our Associates Are Expected To Take All Safety Measures Seriously.

**Inclusion – Your Voice Matters, Working Together Works, Encouraging Everyone’s Involvement, Being The Best Person You Can Be**

The Company Is Committed To Creating An Inclusive Business Culture That Welcomes The Strengths Of All Associates And Supports Everyone’s Involvement.

## CUSTOMER TRACKER INFORMATION



Every 3 Months Kroger Polls Our Customers To Rate Their Shopping Experience With Us. Through Receipt Tracker We Are Graded On The FOUR KEYS, Our People Are Great, The Shopping Experience Makes Me Want To Return, I Get What I Want (Plus A Little) And Our Prices Are Good. Here Is How We Scored Vs. Zone D And Atlanta.

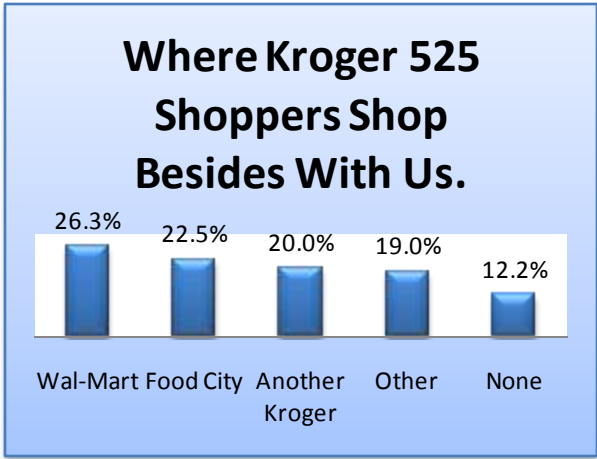


### PEOPLE ARE GREAT

### SHOPPING EXPERIENCE

People Are Great	Score
<b>Top Store 599</b>	77
Store 525	75
Zone D Average	72
Atlanta Average	69
Cashiers	Score
<b>Top Store 562</b>	79
Store 525	78
Zone D Average	75
Atlanta Average	71
Employees	Score
<b>Top Store 686</b>	76
Store 525	74
Zone D Average	71
Atlanta Average	68

The Shopping Experience Makes Me Want To Return	Score
<b>Top Store 686</b>	76
Store 525	68
Zone D Average	69
Atlanta Average	68
Checkout Time	Score
<b>Top Store 524</b>	76
Store 525	69
Zone D Average	69
Atlanta Average	65
Clean Stores	Score
<b>Top Store 686</b>	87
Store 525	73
Zone D Average	74
Atlanta Average	71
Convenient To Shop	Score
<b>Top Store 599</b>	76
Store 525	68
Zone D Average	69
Atlanta Average	69
Worth The Time And Money	Score
<b>Top Store 524</b>	69
Store 525	61
Zone D Average	63
Atlanta Average	64



## CUSTOMER TRACKER INFORMATION



Every 3 Months Kroger Polls Our Customers To Rate Their Shopping Experience With Us. Through Receipt Tracker We Are Graded On The FOUR KEYS, Our People Are Great, The Shopping Experience Makes Me Want To Return, I Get What I Want (Plus A Little) And Our Prices Are Good. Here Is How We Scored Vs. Zone D And Atlanta.



### I GET WHAT I WANT

### PRICES ARE GOOD

I Get What I Want (Plus A Little)	Score
<b>Top Store 686</b>	79
Store 525	70
Zone D Average	70
Atlanta Average	69
Produce Quality	Score
<b>Top Store 686</b>	80
Store 525	69
Zone D Average	70
Atlanta Average	67
Meat Quality	Score
<b>Top Store 686</b>	79
Store 525	70
Zone D Average	70
Atlanta Average	68
Items I Want Are Available	Score
<b>Top Store 686</b>	81
Store 525	73
Zone D Average	73
Atlanta Average	72

Prices Are Good	Score
<b>Top Store 549</b>	66
Store 525	60
Zone D Average	60
Atlanta Average	65
Good Prices	Score
<b>Top Store 848</b>	59
Store 525	50
Zone D Average	51
Atlanta Average	58
Weekly Specials	Score
<b>Top Store 549</b>	71
Store 525	66
Zone D Average	65
Atlanta Average	70
Store Brands	Score
<b>Top Store 549</b>	71
Store 525	64
Zone D Average	65
Atlanta Average	68

## Holiday Gift Ideas From The Drug G/M Department

Our One Stop Gift Card Display Has Over 300 Gift Cards To Restaurants, Retailers, And Specialty Shops Ranging In Value From \$15 To \$200. These Are Available For Sale At Our Displays Throughout The Store. Not Sure Which Cards To Buy? Kroger Has A Wide Selection To Choose From.

- |                          |                                |                  |
|--------------------------|--------------------------------|------------------|
| Aeropostale              | GameStop                       | Starbucks Coffee |
| American Express         | iTunes                         | Subway           |
| Applebee's               | Kohl's                         | Target           |
| Bass Pro Shops           | McDonald's                     | T.G.I. Friday's  |
| Bath & Body Works        | Nordstrom                      | The Home Depot   |
| Bed Bath & Beyond        | Old Navy                       | TJMax            |
| Belk                     | Olive Garden                   | Toys "R" Us      |
| Best Buy                 | Outback Steakhouse             | Visa Gift Card   |
| Blockbuster              | P.F. Chang's China Bistro      |                  |
| Carrabba's Italian Grill | Pizza Hut                      |                  |
| Chili's Grill & Bar      | Priceless MasterCard Gift Card |                  |
| Cold Stone Creamery      | Red Lobster                    |                  |
| Cracker Barrel           | Sears                          |                  |
| Foot Locker              | Shell                          |                  |



Shopping Days  
Until Christmas..



25 DAYS

### Here Are Some Great Savings That Kroger Offers Their Employees



**Starbucks** Offers Employees A 10% 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 And On December 14<sup>th</sup> Through December 24<sup>th</sup>, 2008 Kroger Employees Will Receive A 20% Discount On All Kroger Brand Products



**HP** Offers Substantial Savings On A Wide Range Of Products. Call 1-866-433-2018 For Assistance Or Visit <http://www.hpshopping.com/epp> With **Company Code EN1271**



**Dell** Offers Kroger Home Users Specials And Discounts On A Wide Range Of Products. To Order By Phone, Call A Dell Sales Representative At 1-800-695-8133 To Assist You With Your Purchase. If Calling, Please Be Sure To Mention Your **Member ID GS13398188** To Ensure You Get Your Special Discount. Online At <http://www.dell.com/kroger>.



**Littman Jewelers** Offers A 20% Discount Off The Everyday, Low Online Prices With **Promo Code KR0607**. Visit Online At <http://www.littmanjewelers.com>.