



KROGER TIMES AT NORTHSHORE DRIVE



Our Prices are Good!



We all have a job to do as it relates to the key of "Our Prices Are Good". Whether it's making sure our shelves are stocked, checking our Ad items for accuracy, or just making sure our families shop where we work, it all helps tell the story. It is amazing how our Merchandising department delivers Grand Opening prices every week! And our company President, Dave Dillon, made some key points about our prices, on his blog. If you did not get a chance to see Mr. Dillon's blog, I have listed it here below.

Our Prices Are Good" as part of our 4 Keys series on the blog.

Did you know that Kroger has lowered prices each year for the past seven years? I was asked recently, "How can Kroger afford these new lower prices?" The answer is important to us all. Two things pay for these lower prices: 1. higher sales and 2. lower costs.

1. Higher sales: Simply stated, the more we sell, the more we can afford lower prices. Increasing sales helps balance our expenses, leaving more to invest in lower prices. You can help by keeping our shelves stocked, helping customers find what they need, and creating great displays that appeal to customers. Increasing sales supports our effort to lower our prices.

2. Lower costs: Many years ago whenever we reduced our operating costs, we kept our prices the same and earned more profit. Today as we lower costs, we reinvest the savings in lower prices or other things important to our customers (like better service or training). You can help by streamlining processes and reducing waste. Key Retailing initiatives help our company focus on both of these important areas. The better we get at adopting Key Retailing methods, the lower our costs become and the more we can lower our prices.

Another way we can all support our pricing programs is to spread the word. Share what you have seen on lower prices with your customers, friends and family. If they haven't shopped with us lately, they'll be delighted by our prices - and by all the positive changes we've made in the four key areas that matter most to our customers.

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

Febŗuŗŗ Annŗversŗries

<u>Name</u>	<u>Date</u>
Shane Myers	2/05/07
Melissa James	2/07/08
Corey Beecham	2/09/09
Steven Russell	2/12/08
Sandi Shaw	2/16/92
Stefani Taylor	2/16/08
Chuck Murphy	2/22/06
Liz Brakebill	2/24/07
Terry Estridge	2/25/80



Febŗuŗŗ Bŗrthŗays

<u>Name</u>	<u>Date</u>
Rob Bowen	2/02
Jordyn Bough	2/03
Michael Malek	2/05
Lindalee Russell	2/05
Emilee Hyatt	2/08
Matt Wyatt	2/09
Liz Brakebill	2/14
Brandi Lawhorn	2/15
Corey Beecham	2/17
Alishia Latham	2/20
Ed Durham	2/25



Shining Stars Period 13 Winners



Congratulations to the Period 13 Shining Star winners. The 2010 Grand Finale will be here before you know it. Let's keep the focus high and put our Customers First. Atlanta will continue drawing winners for this year until the end of the 1st Quarter. That means there will be 800 more winners before the Grand Finale. Congratulations to Store 525 Period 13 Winners Taylor Rana Drake, Tom Hensley, Michael Leake and Justin Elrod. They will receive a \$20.00 gift card just for putting the Customer First. Thanks for all that you do to keep our Customers 1st. "When The Customer Wins, We All Win!!!!"



Store 525's Shining Stars!

Your Newsletter is on the Web

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!

Check It Out!





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
- David Lemelin.....Grocery
- Debbie Moody.....Bakery
- Doug Flynn.....Accounting
- John Ingram.....Fuel
- Mechelle Hawkins.....Deli
- Mitchell Honey.....Produce
- Sherri Breeden.....Drug G/M
- Tampa Newport.....Starbucks



From the Vault items are specially priced online items for Associates only and reflect a savings greater than the everyday Associate 20% discount.

Find this deal only at fredmeyerjewelers.com/vault

Amethyst Stud Earrings



Regular Price \$92

Advertised Price \$74

From the Vault Price \$39.99*

(*includes free 2nd day shipping \$5.95 value)

Available online only

Use online discount code: **102VAULT**

Offer valid 2/1/10 - 2/28/10
 Cannot be combined with any other offer or discount
 While supplies last



Maywary

By: Timothy Sorsdahl

February Happenings

- Feb. 2: Groundhog Day
- Feb. 7: Charles Dickens Day
- Feb. 11, 1847: Thomas Edison's Birthday
- Feb. 12, 1809: Abraham Lincoln's Birthday
- Feb. 14: Valentine's Day
- Feb. 15, 1820: Susan B. Anthony's Birthday
- Feb. 22, 1732: George Washington's Birthday



Today is Super Bowl Sunday!



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



Convenient, Easy & Secure

With Express HR you can update your Personal Information, add or update Direct Deposit, view and print your pay stub and update your Federal Taxes (W-4). You can update this information through Express HR in three different ways:

- Log in using the kiosk Express HR kiosk in our store
- Log in from any computer by going to www.myemployeeinfo.com/atlanta and clicking on the link for Express HR
- Call 1-800-952-8889, keyword Express HR

Super Bowl XLIV is today, New Orleans Saints vs. Indianapolis Colts, at 6:28pm on CBS, Channel 8. The Who, one of the world's greatest and most dynamic rock bands, will perform on CBS Sports at Sun Life Stadium in South Florida. So be sure to check out the commercials, the half time entertainment and cheer on your favorite team!

Zone D Cookbook



I am looking for employees that want to be part of something special. Do you cook? Do you have a special recipe that everyone just *loves*? Well now you can share your fantastic recipe in the Zone D Cookbook. I have set up a website for

employees to login and submit recipes for a Zone D Cookbook. You can access this site from your home pc. Just go to www.typensave.com. Click on the login button. In the Contributor box type "Your Name". In the Group Login box type "Zoned" and the Password is bwkb7. Once logged in click on "Add Recipe" on the column on the left and type in your favorite recipe, grandma's original or your homemade original. When the Add Recipe window opens be sure to list "**Store 525**" in one of the "List up to 2 Additional Contributors Names" Boxes. After typing in your recipe, spell check it and once you finished, view it and save it. Enter as many recipes as you like. Hopefully once we receive enough recipes I can submit it for publication. We can sale these one of kind cookbooks to family members, friends and even customers. Further details are still being worked out now. If you have any questions don't hesitate to ask me, Randy Clark, and I will be more than happy to assist you.

Think Shrink: Shrink FAQ'S

Period 1 Shrink Topic: Test Your Knowledge of Shrink!

Shrink Awareness; How to indentify shrink in our store:

1. Watch for signs of aged or damaged goods. Keep an eye on sell-by-dates. Rotate properly.
2. 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.
3. Our people are great. We expect you to work honestly and report any suspicious behavior.

You can make a difference!

Check your department Board Meeting Package for additional ideas and see how your department measures up in the fight against Shrink!



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

Test Your Knowledge Of Shrink



Period 1 Safety Topic:

Safety Awareness

Safety is No Illusion

"Working together, we can develop a culture that will reduce accidents to zero."

Safety Creed

- Take responsibility for safety in your department.
- Find, fix and report unsafe conditions immediately.
- Know the locations of emergency exits, fire extinguishers, eyewash stations and first aid kits.
- Never do anything to endanger yourself or anyone else.
- Learn about all the potential hazards found in the store.
- Talk to management or a STAR Team member about any safety concerns or questions.



Here is your chance to score **BIG** and save some money at the same time! It's Cupid's Night Out selling event from Thursday, Feb. 11th thru Sunday, Feb. 14th! In addition to HUGE 20% SAVINGS you can save \$5 instantly with a purchase of \$30 or more in fragrances! Free gift wrapping will also be available on Sat. from 12pm-6pm and on Sun. 10am-2pm. So come by and visit the fragrance department and take advantage of this once a year event!



**New and Improved!
Check it out!**



Get On Track!

Our Customers expect us to be our very best every time they shop!



Our People Are Great!

- Friendly Cashiers & Courtesy Clerks
- Friendly Store Associates who acknowledge and assist customers



I Got the Products I Need, Plus a Little:

- Well Stocked
- Fresh perishables
- Variety and selection of products



Kroger Has Good Prices:

- Advertised items in stock and well signed
- Using stickers or balloons to highlight sale items
- Exciting P.A.'s about our feature items, special events, fuel rewards, gift cards, etc.



The Shopping Experience makes me want to return:

- Efficient and quick checkout
- Clean store-dairy cases, floors and restrooms
- Uncluttered store/well merchandised
- Great overall atmosphere – feeling good about their experience



Kroger and Shell



Teaming up to fill your tank for less.



Kroger and Shell have joined forces so our customers can redeem their fuel discounts at participating Shell stations as well as at Kroger Fuel Centers.

Save 10¢ per gallon for every 100 points earned at Kroger. Customers could save up to \$1 a gallon.

- ✓ Customers earn 100 points
 - For every \$100 in grocery purchases
 - For every \$50 in gift card purchases (normal exclusions apply)
 - For every 2 eligible prescriptions filled
- ✓ Redemption Examples
 - 100 points = 10¢ off per gallon of fuel per 1 fill up
 - 200 points = 20¢ off per gallon of fuel per 1 fill up
 - 1000 points = \$1 off per gallon of fuel per 1 fill up
- ✓ There is no limit of points a customer can earn. However, all points-in increments of 100-must be used in one transaction. 1000 points is the maximum redeemable per visit. Any excess points can be used at a later date.
- ✓ Shell stations do not have scanning technology, therefore, customers must insert their large Kroger Plus Card or enter their loyalty card number or alternate ID at the pump.
- ✓ This offer only applies at Kroger Fuel Centers and participating Shell stations.
- ✓ The 1-2-3 Rewards MasterCard additional 5¢ reward is only available at Kroger Fuel Centers.
- ✓ This promotion is only being offered at participating Shell locations in select US markets.
- ✓ The 3¢ per gallon discount available at Kroger fuel station when a customer doesn't have a discount waiting is not offered at Shell fuel stations. The 3¢ discount per gallon is only good at Kroger Fuel Centers in specific areas.
- ✓ The program allows up to 35 gallons of fuel to be eligible to receive a discount.