

Conversations

the scoop on our corporate brands

HAPPY HOLIDAYS

and a Healthy New Year!



**SPICED
APPLE CIDER**

**The
Ultimate
Winter
Drink!**



**CIDER & OTHER
WARM-UPS**

**THE PETS
WE LOVE**

**RESOLVE TO STAY
WELL IN 2012**

**HOLIDAY MEALS
MADE EASY**

FRONT DOOR



Vince with his favorite horse, Montana. Vince's favorite corporate brand product? "Kroger Premium Orange Juice, now in carafes."

Hello, Associates!

Heavy coat? Check. Mug of hot apple cider? Check. Multivitamins? Check. Winter's coming, and that means weather to deal with and colds and flu to keep at bay. But it also means holiday food and gift giving—maybe even a new puppy or kitten? You'll find all of these

topics in this issue—and Guest Editor Vince Front, a dairy salesplanner in Cincinnati, knows something about each of them. Vince emailed the photo above after the Fall issue of *Conversations* put out the call for pictures of associates with your pets.

"I met my wife on a polo field, proposed to her a year later at the same field, and married her another year later on the polo field. We even played polo after our wedding with our friends and family watching. Now we live on a 27-acre farm with six horses and two rescued Labrador Retrievers, Gus and Beau. Our summer is all about polo, but we love taking trail rides in the fall, and in the winter it's great to get up in the morning and go out to toss hay to the horses when there's a nice snow on the ground.

"My wife is a minister, so the holidays are always meaningful for us. My family is Polish, so we celebrate the Christmas Eve tradition of *Wigilia*, including breaking off a piece of the *oplatki*, or wafer, and passing it to the person next to you. It's a way of sharing wealth and happiness.

"My other family tradition is to make my mom's snack mix, using Banner brand products. It's always a signal that the holidays are coming." —Vince Front [You can find Vince's snack-mix recipe on page 5.]

TABLE OF CONTENTS

Winter 2011

Features

- 4 Gather Round the Table**
Make the holiday meal something to celebrate, with these delicious shortcuts.
- 6 ...and a Healthy New Year**
Resolve to stay well in 2012.
- 6 But if the Cold Bug Strikes...**
The corporate brand products that will have you (not your nose) up and running!
- 7 Gift giving Made Easy (and Clever!)**
Gift shopping is fast—yet thoughtful!—when you do it at your very own store.
- 7 The Real Me**
Associates share stories and photos of their beloved pets.
- 8 Take the Chill Off**
Quick ways to warm up those chilly days.



ON THE COVER: Banner Holiday Turkey
ON THIS PAGE: Private Selection Northern Spy Apple Crisp

Departments

- 3 Around the Block with...Terri Gier**
Off-the-wall questions, unexpected answers from fellow associates **In this issue:** Terri Gier in Cincinnati, Ohio.
- 3 What's New?**
The latest with our corporate brands **In this issue:** the Moderation line.
- 8 What Do You Know?**
Newsy notes and timely topics from Kroger **In this issue:** Kroger stores nationwide are pitching in to make the holidays merry for those in need



Terri Gier and her boyfriend, John Goss, with Zia (left) and Gandolf.

Around the Block with... Terri Gier

Guest Editor Vince Front and his wife, Torie, have something in common with Terri Gier (a category manager for dairy at Kroger in Cincinnati) and her boyfriend, John Goss: horses and dogs. "But Terri's got the big stuff," Vince says, referring to Terri and John's two Great Danes, Zia and Gandolf. The couple also has two horses, a Percheron named Knight Rider and a black paint named Skippy. The horses and Cincinnati are both something new for Terri, who moved to Ohio just two years ago from Portland, Oregon, where she worked for Fred Meyer as a planner-analyst for CIMM. Now Terri and John live on a five-acre property where the Fronts are frequent visitors. "None of us have kids—our dogs are our kids," says Terri. "They'll bring their dogs over, and we'll let all the 'kids' play outside. It's great!"

What holiday tradition do you most look forward to? I bake tons of Christmas cookies every year. I got that tradition from my grandma, and whenever I bake, it brings me back to that time. But I don't bake her Norwegian cookies—the one time I tried I got flour all over the kitchen. Instead I make butter cookies with caramel topping, and also homemade caramels, which take 13 hours to make. That was a family recipe from a former roommate of mine; it took me seven years to pry the recipe out of them!

Where would you take a visitor who's never been to Cincinnati? Actually, we're still exploring it ourselves. We did go

to the zoo, which was fabulous, and we took John's family up to Dayton to see [the aviation exhibits at] Wright-Patterson Air Force Base. I'll definitely take my dad there when he comes. I also want to visit Amish country.

What New Year's resolution do you really, really plan to follow through on this year? I'm going to focus on getting healthy. I've had a couple of new jobs since I've been here, and I need to focus on getting a work-life balance. Otherwise I tend to overwork and under-play.

What's a perfect day? It would be a day like we have here in the fall, when the weather is turning,



the temperature is in the 70s, and there's no humidity. It's beautiful. We'd have friends over, play with the dogs, and go for a ride on our horses.

What's your favorite corporate brand product and why? I love the new Private Selection pizzas—they are really good. I like the Margherita pizza, but John is definitely a pepperoni guy. For an easy dinner, I'll pick that up, grab a salad, and it's a great way to have something that's light but still big enough to be satisfying.



What's New?

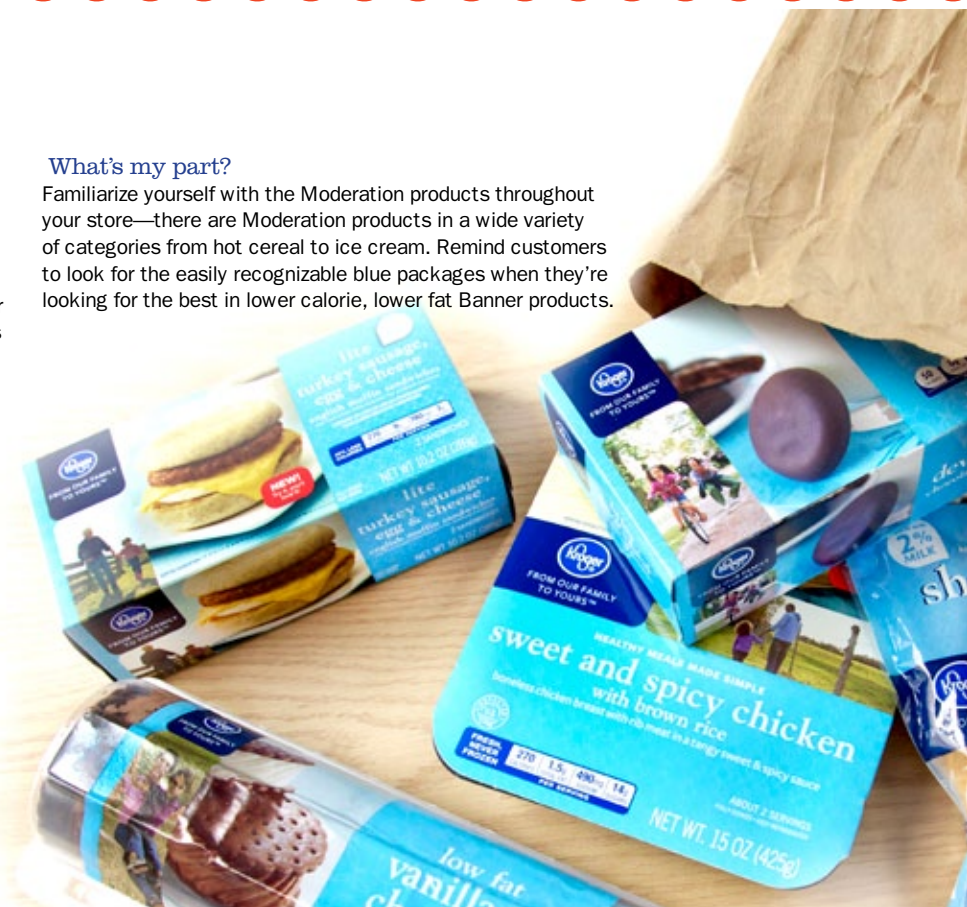
What's New?
Moderation Products

What is it?
A range of Banner brand products across many departments that have been nutritionally altered to offer lower calorie/lower fat options for the health-conscious mom. All of these products feature easily recognizable packaging featuring the distinctive blue color that helps the Moderation line stand apart.

Why are we doing this?
We want to create a "beacon" that will help the Kroger mom find the products she trusts to be lower in fat and calories, while offering all the great flavor she knows to expect from Banner products.

What's great about it?
All of the Moderation products feature attractive, readable, and easily understandable packaging that's truly designed with the Kroger mom in mind, helping her make healthy, balanced choices. The calorie and fat claims are clearly labeled, with wording such as "Light/Lite," "Reduced Fat," and "Low Calorie," and the nutritional benefits prominently placed on the front of the package.

What's my part?
Familiarize yourself with the Moderation products throughout your store—there are Moderation products in a wide variety of categories from hot cereal to ice cream. Remind customers to look for the easily recognizable blue packages when they're looking for the best in lower calorie, lower fat Banner products.



Gather Round the Table

A holiday meal that's cause for celebration—because you'll have time to actually enjoy it!



What are the best parts of any holiday gathering? The people and the food, of course. Now you can appreciate the best of each without spending the entire day in the kitchen. This holiday menu combines your traditional family-favorite recipes with delicious corporate brand products that complete the hearty feast. (Another bonus: Less time spent on clean-up and more time for gift-opening and Bowl games on TV!)



Menu

- Vince Front's family snack mix
- Mom's stuffing
- Candace's cranberry sauce
- Truly Awesome Frozen Broccoli
- Marianne's famous yams
- Private Selection Northern Spy Apple Crisp
- Banner Eggnog

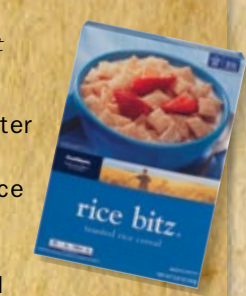


VINCE FRONT Family Snack Mix

Makes 11 cups
"My mom used to make this for us kids when I was growing up—my brother and I would eat gallons of it! Now I make big batches of it every year, and give it as gifts."
—Guest Editor Vince Front

Ingredients

- 6 Tbsp unsalted butter
- 4 tsp Banner Brand Worcestershire Sauce
- 2 Tbsp garlic salt
- 2 c Banner Brand Toasted Oats Cereal
- 2 c Banner Brand Rice Bitz Cereal
- 2 c Banner Brand Corn Bitz Cereal
- 2 c Wheat Chex Cereal
- 2 c Banner Brand Pretzels (stick or twist)
- 1 c Banner Brand Lightly Salted Peanuts



Instructions

- Preheat oven to 250°F.
- Melt butter in small saucepan over low heat. Stir in Worcestershire sauce and garlic salt.
- Pour butter mixture over cereals, pretzels, and nuts in medium roasting pan; mix thoroughly.
- Heat for 45 minutes, stirring every 15 minutes.
- Let cool. Store in Banner Brand Gallon Storage Bags.

...AND A HEALTHY NEW YEAR

It's 2012—do you know where your health is? Keep fit and sniffle-free all year long.



Tackle the flu *before* it touches down.

What's the best flu remedy? Not getting the flu in the first place! One quick flu shot can be your ticket to a season of good health. Flu shots are available now at **The Little Clinic** in Kroger, King Soopers, and Fry's stores in Arizona, Colorado, Kentucky, Ohio, and Tennessee. Then keep cold germs at bay with **Kroger hand sanitizer**.



Gear up for good times with strong bodies.

We've all made that New Year's Resolution: lose weight, get fit. By February, it's out the window, right? Here's the key—you'll stick with it if you enjoy doing it. Try biking with the kids or walking with a friend. And if you're dieting, **Kroger Slim Rite** drinks are a delicious way to replace a meal without feeling deprived.



Find the recipe for good health—right in your own kitchen.

Sure, fast food is tempting, but you can eat better, cheaper and have more fun by cooking at home. Involve the kids (it's like playing with clay, but edible!); experiment with new ingredients; combine homemade items with **Wholesome@Home** dishes. And start the day with **Kroger multivitamins** for men, women, and kids—the easy, guaranteed way to ensure your body is getting all it needs.



But if the cold bug strikes... stock up before you stuff up!

Keep these corporate brand products close



Kroger Daytime Softgels—to relieve those miserable cold symptoms.



Kroger Honey Lemon Cough Drops—soothe your throat.



Kroger Nitetime Cough—because nothing's more healing than a quiet night's sleep.



Kroger Nasal Spray Original—so you can breathe again.

GIFT-GIVING MADE EASY (and Clever!)

Ingenious ways to say 'Happy Holidays,' with gifts you can find at our stores

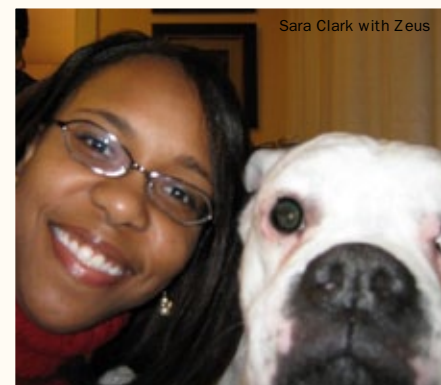


1 **Private Selection Gift Sets** in cocoa, tea, coffee, and entertaining themes, are the ultimate one-stop-shopping solution to delicious gift giving. 2 **Create a reading getaway** with magazines on favorite topics, or paperbacks in their favorite genres, plus **Private Selection tea** or a bottle of wine. 3 **Cook up a sweet package** with Banner baking mixes paired with cookie sheets, cake pans, or cupcake tins. 4 **Give a guilt-free shopping spree** with a Kroger gift card or a prepaid MasterCard or Visa gift card, wrapped in a decorative tote bag.

Remember: We have all the pet supplies you need
Pet Pride
COMPLETE NUTRITION FOR ACTIVE, HAPPY PETS

The Real Me *Pets Edition*

Associates tell us about their best four-legged friends



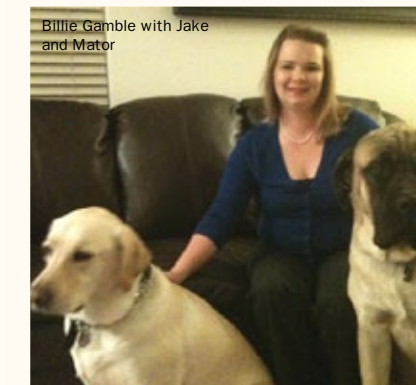
Sara Clark

Assistant HR Manager, Country Oven Bakery Bowling Green, Kentucky
"When I was growing up I had a Boxer, and I loved the breed—they're outgoing and energetic. Ten years ago when I decided to get one, I went to a puppy rescue because there are so many dogs out there that need homes. As a puppy, Zeus had separation anxiety; the minute I'd leave the house, he'd tear the blinds down to see out the window. Now that he's older, he's quieter. He'll put his head in your lap, and insist that you pet him. He's 70 pounds, so he gets his way!"
Favorite corporate brand product: **Active Lifestyle Instant Oatmeal.** "Chai Apple is my favorite."



Tom Gruenberger

KOMPASS Coordinator for King Soopers and City Market Denver, Colorado
"My wife and I have a three-year-old rat terrier named Nellie Rose and a 13-year-old Pekingese named Lucy. We got Lucy by accident. We'd taken another dog of ours to the vet for shots, and there was this dog with a broken leg. Some kids wanted to see if she'd land on her feet if they dropped her off the top of a shed. Their father wanted to euthanize her, but we said, 'We have to take her. This is a special dog.'"
Favorite corporate brand product: "We pretty much buy corporate brands exclusively. For the dogs we'll get **Pet Pride play toys or rawhide.**"



Billie Gamble

Administrative Support, Grocery Merchandising, Fred Meyer Portland, Oregon
"Our two dogs are a huge part of our family: a 100-pound lab named Jake, and a one-year-old, 180-pound English Mastiff named Mator. Mator's a goofball. He chewed the coffee table and the railing on our deck—that was not a happy day. But he loves kids, and he likes other dogs. Fred Meyer sponsors the Oregon Humane Society's Doggie Dash, where Mator ran into another Mastiff. He acted like he'd found his long-lost brother."
Favorite corporate brand product: "My boys (the dogs) love **Fred Meyer Peanut Butter and Pet Pride Meaty Biscuits.** We buy them in five-pound bags!"



An Associate's Hot Idea



Regina Carpenter

Last winter, Regina Carpenter, a checker at QFC University Village in the Seattle area, noticed something: Customers buying the **Kroger Fireside Supreme Firelogs** often placed them in the bottom of their carts—and because the UPCs were located on the bottom of the package, the heavy boxes had to be lifted off the cart to be scanned. She brought an idea to Brandon McBurney, Division Brand Manager in Kroger's Portland, Oregon office: Why not put the UPC on the *top* of the package? This winter, that's exactly where they'll be. "It was a great idea," says Brandon. "It's nice to see that our associates in stores can make a difference that affects the entire enterprise."



What Do You Know?

For Kroger, the holidays are a time of giving—to the community

We all look forward to plentiful holiday feasts—but for families who are homeless or in financial trouble, hunger is an everyday reality, and the holidays are no exception.

That's why during the holiday season all Kroger divisions turn their attention to hunger relief. Associates and customers come together to lend a hand—selling pre-bundled foods to be donated to local food banks; rounding up customer purchases; scanning a donation at a register; or dropping change in coin boxes.

In 2010, these efforts added up to more than \$5 million, all of which went to local food banks serving the communities where funds were raised. Kroger also runs a Red Kettle campaign with The Salvation Army; that money, too, stays in the local community.

Many associates volunteer to help local organizations. In Mid-South, associates staff The Salvation Army's annual toy shop in Louisville, which allows needy families to 'shop' for holiday gifts for children. Grocery department associates at Kroger's General Office help fill holiday food boxes at the local food bank, to be distributed to area families at Thanksgiving and Christmas.

We're proud of all that our associates do, during the holidays and at every other time of year, to support their communities. Happy Holidays!



Take the CHILL OFF

Delicious warm-ups for winter days

Come in out of the cold, cup your hands around a warm mug, or sink into a hot bath. Ahhhh!



Banner Apple Cider or Hot Cocoa—available in the Moderation line, too!



Banner Hearty Roasted Chicken Soup—warming and filling.



moisturizing body wash—plus a nice warm bath = a spa at home.



Private Selection Pasta and Sauce—like a trip to sunny Rome.



THANKS FOR JOINING THE CONVERSATION

This will be the last issue of *Conversations*—thank you for reading! We're always looking for new ways to engage our associates, and we appreciate your support of our corporate brands.