

By Alyssa DelPrete



Kroger has supported Riley Hospital for 30 years, including raising more than \$2.7 million in 18 years of the Race for Riley charity go-kart event.

# Kroger

## MUCH MORE THAN JUST A GROCERY STORE

“One of our major goals for success is to be the ‘local store’ in every local community.”

– John Elliott, public affairs manager and media spokesman, the Kroger Co. Central Division

### Historical notes

- Founded by Bernard Kroger in 1883
- Headquarters: Cincinnati
- Country’s largest supermarket chain based on revenue

### Hoosier enterprises

- 147 food stores
- 3 convenience stores
- 6 jewelry stores: Fred Meyer Jewelers, the third-largest fine jewelry retailer in the country
- Employs 18,000-plus associates

### Competitive edge

Elliott contends that Kroger has succeeded during its 131-year existence due to its commitment to the customer experience. “We’ve found a good balance, focusing not just on price – although I believe we’re competitive there – but on customer service and the quality of our products. ... There are certainly competitors who just focus on one aspect but neglect others in the process.”

### Manufacturing, distribution facilities

- Crossroad Farms Dairy in Indianapolis
- Pace Dairy of Indiana in Crawfordsville
- Indianapolis Bakery
- KB Specialty Foods in Greensburg

### Local efforts

Elliott says Kroger’s philanthropy efforts are tailored toward the priorities of customers and associates. “We have a national foundation but the majority of the resources that go into local communities go into the operating funds of each local division.”

### Scholastic commitment

The Kroger Scholars program was launched in 2008 to provide scholarship assistance to children of Kroger store associates. Recipients are selected based on criteria such as scholastic performance, work experience, extracurricular and volunteer activities, and a statement of goals.

Teamwork and customer service are among the factors emphasized at all Kroger outlets.

