



NEWS RELEASE

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Kroger Mid-Atlantic to Open Store in Suffolk November 7

Hampton Roads, Virginia - (November 6, 2018) – Kroger Mid-Atlantic announced today that the grand opening of its Suffolk store, located at 1401 North Main Street, will take place on November 7 at 8 a.m. This is the fourth store to open of the Kroger Mid-Atlantic stores acquired from Farm Fresh in Hampton Roads.

“We’ve had a busy few weeks in Hampton Roads and there’s more excitement to come in the coming weeks,” said Jerry Clontz, president of Kroger Mid-Atlantic. “All of us are excited to open and get to know customers in the Suffolk community.”

Kroger is investing over \$30 million to renovate the stores and transform them to Kroger stores.

The over 57,000 square-foot Suffolk store employs 114 full-time and part-time workers. 47 associates in this store were hired from Farm Fresh, with many of those associates in leadership positions throughout the store.

“Kroger’s decision to repurpose an existing space with their expansion brings a much-needed quality grocery option and creates new jobs,” noted Suffolk Mayor Linda T. Johnson. “For our residents who live downtown and in our central corridor, the new store is a welcome anchor at Suffolk Shopping Center. We appreciate Kroger’s continued commitment to Suffolk and its partnership with our community.”

Kroger Mid-Atlantic invested more than \$3.7 million into reopening and renovating the former Farm Fresh store. Customers can expect a variety of new and unique features, including expansive natural foods offerings like bulk dry goods, gluten-free items and other specialty, dietary-specific items, a full-service pharmacy and Kroger’s delicious fried chicken.

The store will soon offer the grocer’s new Scan, Bag, Go technology which enables shoppers to scan their own groceries for quicker shopping. The store also offers ClickList, soon to be called Pickup, the grocer’s online ordering service.

“We can’t wait to serve the Suffolk community with our new store,” said Donati High, store manager of the Suffolk Kroger. “The entire team has worked hard to build a store we’re proud of and now we’re ready to get to work.”

High has held various management positions at Kroger including store manager in his ten years with the company. High began his career in the hospitality industry.

In line with Kroger’s commitment to the community, the grocer will donate \$2,000 to four local organizations, including Suffolk Meals on Wheels, The Genieve Shelter, Whaleyville Volunteer Fire Department and Virginia State University College of Agriculture 4-H iladership Institute.

The checks will be presented at the grand opening ribbon cutting on the morning of Wednesday, November 7.

The grocer will be investing \$109,000 into the Hampton Roads community throughout the grand openings as a part of the company’s commitment to its Zero Hunger Zero Waste efforts to end hunger in local communities and eliminate waste in stores.

On the morning of the grand opening, the first 200 customers to enter the store will receive a \$5 Kroger gift card.

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About Kroger’s Mid-Atlantic Division:

The Mid-Atlantic Division operates 107 stores, 113 pharmacies and 87 fuel centers and an expanding number of online ordering locations in Virginia, West Virginia, Kentucky, Tennessee and Ohio. Based in Roanoke, the Mid-Atlantic Division employs approximately 16,500 associates. We are dedicated to eliminating hunger in the communities we serve through our partnerships with 9 Feeding America food banks and numerous local organizations. Our Zero Hunger | Zero Waste efforts is aimed at ending hunger in Kroger communities and eliminating waste in our stores by 2025. We also support breast cancer research, the military and their families and more than 4,000 non-profit organizations in our communities.