



NEWS RELEASE

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Kroger Mid-Atlantic Celebrates \$4.4 Million Investment at Four Virginia Stores in One Day

RICHMOND, Va. (Dec. 6, 2023) – On Wednesday, December 6, Kroger Mid-Atlantic will celebrate the completion of four major store renovations throughout Virginia. Combined, the four stores, located in Harrisonburg, Richmond, Rocky Mount and Suffolk, received more than \$4.4 million in upgrades, improvements and new offerings.

The store renovations vary from store to store and include updates to departments like floral, Murray's Cheese Shop, bakery, natural foods, adult beverage and more. Other renovations include new décor, updated flooring, signage and other elements to ease the shopping experience for customers.

"This is a big moment for Kroger Mid-Atlantic as we show our associates and customers that we're committed to these markets, we've listened to their feedback and we're making updates to improve the overall shopping experience," said Lori Raya, Kroger Mid-Atlantic Division President. "These communities mean so much to Kroger, and it's important we show up for them by investing in our stores and giving back to local food banks that support our Zero Hunger | Zero Waste initiative."

Kroger will mark the occasion with events at the four stores on Wednesday, December 6 at the below locations. Kroger Mid-Atlantic Division President Lori Raya will be on site for the Richmond and Suffolk events.

- 9 a.m. Harrisonburg: 1790 E. Market Street, Harrisonburg, VA 22801
- 9 a.m. Richmond: 1601 Willow Lawn Drive, Richmond, VA 23230
- 9 a.m. Rocky Mount: 400 Old Franklin Turnpike, Ste 110, Rocky Mount, VA 24151
- 1 p.m. Suffolk: 1401 North Main Street, Suffolk, VA 23434

At each re-grand opening, Kroger Mid-Atlantic will present a local nonprofit with a \$1,500 donation. The receiving nonprofits in each market include:

- Harrisonburg – Blue Ridge Area Food Bank
- Richmond – Feed More
- Rocky Mount – Feeding Southwest Virginia
- Suffolk – Food Bank of Southeastern Virginia and Eastern Shore

Kroger selects each nonprofit based on associate input and proximity to the store to ensure a truly local impact with each donation.

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About Kroger's Mid-Atlantic Division:

The Mid-Atlantic Division operates more than 100 stores in Virginia, West Virginia, Kentucky, Tennessee and Ohio. Based in Richmond, Virginia, the Mid-Atlantic Division employs about 18,000 associates. Kroger is dedicated to eliminating hunger in the communities it serves through partnerships with nine Feeding America food banks and numerous local organizations. The grocers Zero Hunger | Zero Waste efforts are aimed at ending hunger in Kroger communities and eliminating waste in stores by 2025. Kroger also supports breast cancer research, the military and their families and more than 4,000 nonprofit organizations. Last year, Kroger Mid-Atlantic donated 16.5 million meals to charity and 3,606,296 pounds of food to food bank partners.

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