



Brand Research

COMPANY OVERVIEW



The Kroger Company is an American retailing company founded by Bernard Kroger in 1883 in Cincinnati, Ohio. It is the United States's largest supermarket chain by revenue (\$115.34 billion for fiscal year 2016). Kroger operates 2,793 grocery retail stores in 35 states under nearly two dozen banners. Its formats include supermarkets, price-impact warehouse stores, and multi-department stores, which are similar to supercenters, but offer an expanded variety of national brand appeal and general merchandise.

Industry	Retail
Type	Public Company
Founded	1883
Headquarter	Cincinnati, Ohio, United States
CEO	Rodney McMullen
Chains	Kroger, Fred Meyer, Harris Teeter, Roundy's, Smith's
Employees	443,000
Webpage	thekrogerco.com





Robert W. Clark

SENIOR VICE PRESIDENT, MERCHANDISING

Robert W. Clark has responsibility for Digital Merchandising & Merchandising Services, Grocery, HBC Non-Perishables, Inventory & Replenishment, Pharmacy, Planning & Promotion, *General Merchandise* and Supply Chain.

Michael J. Donnelly leads the company's Merchandising and Procurement teams for Grocery, Perishables, Drug/GM and Pharmacy. He also has overall responsibility for Marketing, Loyalty, Corporate Brands, Digital, Merchandising Systems Strategy, Manufacturing, Logistics/Supply Chain, Culinary Innovation, The Little Clinic and Vitacost.



Michael J. Donnelly

EXECUTIVE VICE PRESIDENT,
MERCHANDISING

CHAINS



Kroger operate 2,793 grocery retail stores in 35 states under nearly two dozen banners. Kroger also operates 783 convenience stores under six banners in 19 states and it's 2,258 pharmacies, located in our combination food and drug stores, provide high quality services at everyday low prices.



307 fine jewelry stores under names like Fred Meyer Jewelers and Littman Jewelers. This is a high-margin business with good cash flow.



Kroger is the only major U.S. supermarket company to operate an economical three-tier distribution system.

4.51°

Baker's



City Market

Copps

Dillons

Food 4 Less

Foods Co.

Fred Meyer

Fred Meyer
Jewelers

Food Stores
Fry's

Gorbes
Super Markets

Harris Teeter
Neighborhood Food & Pharmacy

JayC
FOOD STORES

KING
Soopers



KROGER
Personal
FINANCE

The Little Clinic

MARIANO'S

metro
market

Owen's
Super Markets



Pick n Save



Ralphs

ROUNDY'S

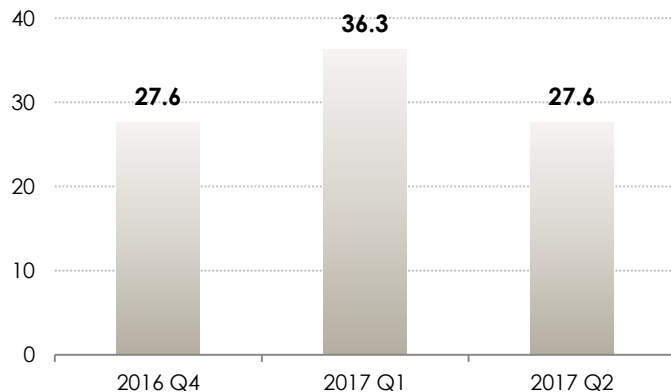


Smith's

VITACOST
Healthy Living, Delivered

FINANCIAL HIGHLIGHTS

Quarterly Total Sales (\$ Billion)



\$27.6 billion _ 2017 Q2 Total Sales

\$235 million _ 2017 Q2 Net Earnings

1.28% ↑ _ 2017 Q2 Profit Margin

Full Year 2016 Results (\$ Billion)



\$115.3 billion
Total Sales



1% Up
Same – Store Sales growth
(without fuel)



\$36.5 billion
Total Assets

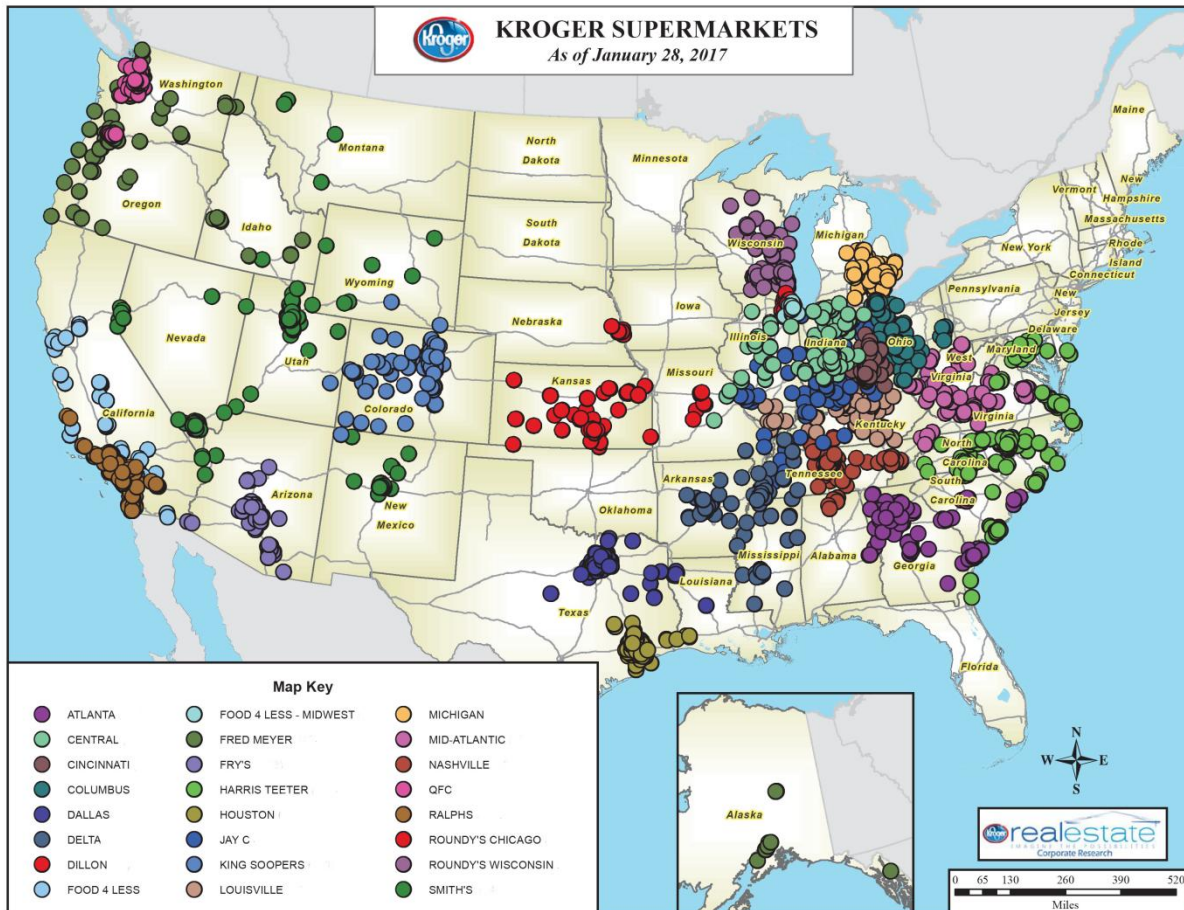
Kroger Announces Fall 2018 Clothing Line

A modern, accessible clothing brand slated for fall 2018, as a part of the Restock Kroger Plan

Launching with **children, young men, juniors, men and women**, the line will offer active-inspired cuts and materials that move with consumers – clothes to truly live life in, and look good doing it. The brand will be playful, simple, and uplifting, speaking to all those who want to look and live their best.



KROGER OPERATION MAP



Store Format	# of Stores	% of Store Base
Combination	2,381	85%
Multi-Department	132	5%
Market Place	153	5%
Price Impact Warehouse	130	5%
Total	2,796	100%

The apparel brand will debut first at **Fred Meyer and Kroger Marketplace** stores, totaling **300 locations** across the country, **starting in fall 2018.**



SOURCE: Foursquare. Map shows clothing chain with the highest number of per-store visits.

Fred Meyer is the Most Popular Clothing Chain in Washington, Oregon, and Idaho

Cooperate Brands (Apparel)

Cascade Sport



BRAND POSITION

Cascade Sport for male and female athletes include quality active apparel styles and basics.

CUSTOMER TARGET

Male and Female 25-60

QUALITY STATEMENT

Good level of product

FABRICATIONS

Knits – Technically inspired cotton/poly blends
– Polar Fleece

Curfew Girl



BRAND POSITION

CurfewTM Girl for young females includes trendy separates, shoes and accessories with fresh design.

CUSTOMER TARGET

Female 6-12

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits – Cotton, jersey Wovens
– Denim, cotton

Curfew



BRAND POSITION

CurfewTM for young females includes trendy separates, shoes and accessories with fresh design.

CUSTOMER TARGET

Female 13-20

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits – Cotton, jersey Wovens – Denim, cotton

Cooperate Brands (Apparel)

Everyday Living



BRAND POSITION

Everyday Living Basics® is for the value-minded customer including basic separates and accessories.

CUSTOMER TARGET

Females and males

QUALITY STATEMENT

Good level of product

FABRICATIONS

Knits – Polar fleece, cotton

Fission



BRAND POSITION

Fission® for young males includes comfortable separates, shoes, and accessories with an edge.

CUSTOMER TARGET

Male 8-20

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits – Cotton, jersey
Wovens – Denim, canvas, twill

Glacier's Edge



BRAND POSITION

Glacier's Edge® for males and females includes cold-weather technical apparel, shoes and accessories.

CUSTOMER TARGET

Male and Female 25-45

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits – Performance-inspired nylon/polyester, micro/polar bonded fleece

Cooperate Brands (Apparel)

GNW for women



BRAND POSITION

GNW® for women includes business wear, sleepwear, handbags, shoes, hosiery and accessories.

CUSTOMER TARGET

Women 25-40

QUALITY STATEMENT

Best level of product

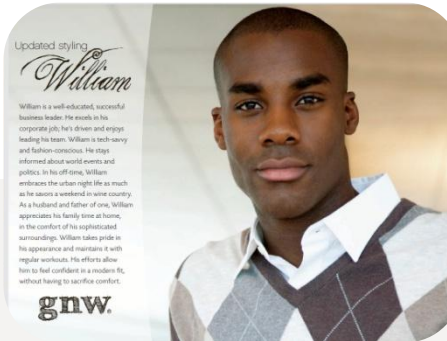
FABRICATIONS

Knits - Fine gauge yarns, premium blends, cotton basics, rayon/spandex

Wovens - Spandex blends, brushed cotton

Sweaters - Fine to heavy gauge yarns, Lyocel, Merino wool and rayon, acrylic blends and poly rayons

GNW for men



BRAND POSITION

GNW® for men includes business casual separates and accessories with updated styling.

CUSTOMER TARGET

Men 25-40

QUALITY STATEMENT

Best level of product. Upscale.

FABRICATIONS

Knits - Fine gauge yarns, premium blends, cotton basics, rayon/spandex

Wovens - Spandex blends, brushed cotton

Sweaters - Fine to heavy gauge yarns, Lyocel, Merino wool and rayon, acrylic blends and poly rayons

Great Northwest Clothing Company



BRAND POSITION

Great Northwest Clothing Company® for women includes relaxed, casual separates, sleepwear, shoes and accessories.

CUSTOMER TARGET

Women 35-60

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits - Cotton-based ribs and jerseys, fleece-cotton, man-made braided and flat black ribs

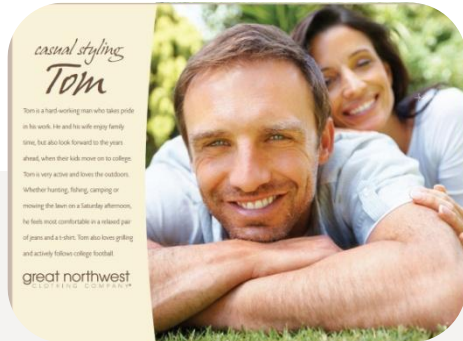
Wovens - Brushed and sueded cotton twills, sheeting and chambray.

Relaxed, worked denim and flannels

Sweaters - Cotton, fair isles, jacquards and acrylic blends

Cooperate Brands (Apparel)

Great Northwest Clothing Company



BRAND POSITION

Great Northwest Clothing Company® for men includes relaxed, casual separates, shoes and accessories.

CUSTOMER TARGET

Men 30-50 (primary purchaser: female spouse 30-50)

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits - Cotton or cotton-rich based ribs and jacquards

Wovens - Brushed and sueded cotton twills, sheeting and chambray.
Relaxed and worked denim

Sweaters - Cotton, fair isles, jacquards and acrylic blends

Great Northwest Indigo



BRAND POSITION

Great Northwest Indigo® for women includes trend-right casual separates and accessories.

CUSTOMER TARGET

Women 25-45

QUALITY STATEMENT

Better level of product

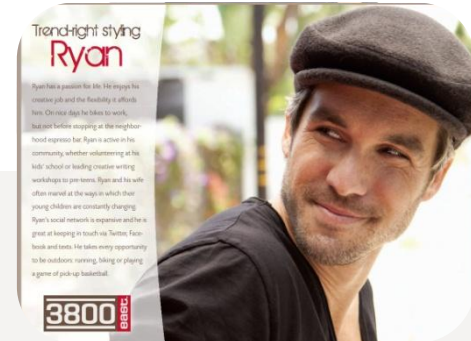
FABRICATIONS

Knits - Lightweight cottons and cotton/modal blends

Wovens - Lightweight cotton and cotton/spandex blends

Sweaters - Acrylic blends, fine-gauge cotton, wool, and rayon.

3800 east



BRAND POSITION

3800 east™ for men includes trend-right casual separates.

CUSTOMER TARGET

Male 25-40

QUALITY STATEMENT

Better level of product

FABRICATIONS

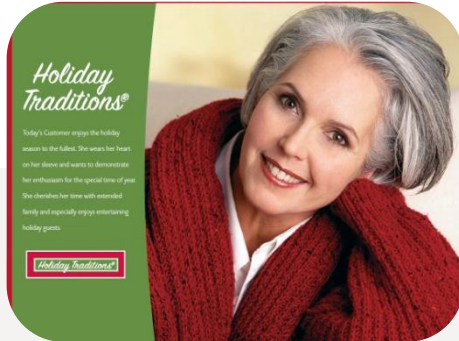
Knits - Low impact, lightweight cottons and cotton/modal blends

Wovens - Lightweight cotton and cotton/spandex blends

Sweaters - Acrylic blends, fine gauge cotton, wool and rayon

Cooperate Brands (Apparel)

Holiday Traditions



BRAND POSITION

Holiday Traditions® includes relaxed, casual separates, sleepwear, shoes and accessories.

CUSTOMER TARGET

Female 35-60

QUALITY STATEMENT

Good level of product

FABRICATIONS

Knits - Cotton-based ribs and jerseys, fleece-cotton, man-made braided and flat back ribs

Wovens - Brushed and sueded cotton twills, sheeting and chambray.

Relaxed, worked denim and flannels

Sweaters - Acrylic blends, cotton, fair isles, jacquards

Kids Korner



BRAND POSITION

kids korner® for children includes mix-and-match casual separates, basics, shoes and accessories.

CUSTOMER TARGET

Infant-8 years old

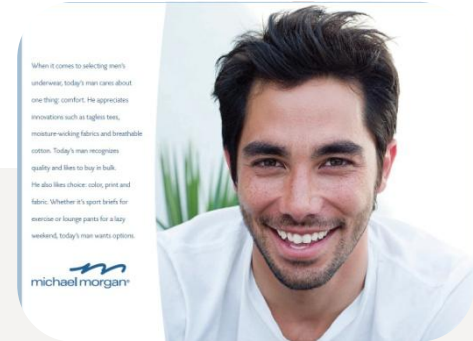
QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits – Cotton and cotton/Spandex blends – Cotton/polyester blends

Michael Morgan



BRAND POSITION

Michael Morgan® for men includes quality socks, underwear and loungewear.

CUSTOMER TARGET

Male 25-45

QUALITY STATEMENT

Better level of product

FABRICATIONS

Knits – Cotton, CVC - Cotton/poly blend

Wovens – Cotton, brushed cotton



Thank You