

America's largest retail grocery chain
 Barney H. Kroger
Facts, figures, & history

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- 1883 to 1908
- 1913 to 1930
- 1930 to 1955
- 1959 to 1975
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History

TO THIS DAY, we're still Kroger. Our founder, Barney H. Kroger, would have been pleased.



1883 The first store opens at 66 East Pearl Street in Cincinnati, Ohio.



1884 Barney Kroger buys out his partner and opens a second store.

1901 Kroger is the first grocery company to operate its own bakeries.

1902 With 40 stores and \$1.75 million in annual sales, The Kroger Grocery and Baking Company is incorporated.

1904 Kroger buys 14 Nagel meat markets and a packing house. Meat and groceries are sold under one roof for the first time.

1905 During the severe winter, Barney Kroger donates 300 loaves of bread a week to the poor.



1908 On the company's 25th anniversary, 200 horses and wagons are making regular store deliveries, and Kroger's growing chain numbers 136 stores in Cincinnati, Dayton, Columbus and northern Kentucky.



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History continued . . .

1913 Kroger replaces horses and wagon teams with 75 Model T trucks.

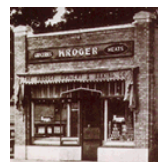
1916 Self-service is tried for the first time and the food store as we know it today begins to take shape.

1925 Kroger erects a new warehouse on State Avenue to serve Cincinnati stores.



1928 B. H. Kroger sells his company stock and retires from active management, and the State Avenue facility expands to add manufacturing.

1929 Kroger operates 5,575 stores, the most in its history.



1930 Featuring a doorman to greet customers, Kroger's "Store of the Future" opens on Government Square in downtown Cincinnati.

1930 Albert H. Morrill becomes Kroger's President and CEO.



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1930 The Kroger Food Foundation is established, making Kroger the first grocery company to test food products scientifically.

1930 Kroger forms its own produce buying arm, Wesco Foods Co.



1935 Kroger erects a new warehouse on State Avenue to serve Cincinnati stores.



1938 Barney H. Kroger dies at age 78.

1942 Charles M. Robertson takes the helm of Kroger.

1944 G.I. Joe's rations include Kroger-made plum pudding.

1946 Kroger Grocery and Baking Company officially becomes The Kroger Co.

1946 Joseph B. Hall is elected president and CEO, and Kroger's modern era begins.

1952 Kroger sales top \$1 billion.

1955 Kroger joins with six other firms to found the Top Value Stamp Co.



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1959 A new skyscraper housing Kroger's executive offices opens at 1014 Vine Street in Cincinnati.

1960 Kroger acquires its first computers.

1963 This is Kroger's first \$2 billion sales year.

1964 Joe Hall retires and Jacob E. Davis takes over as President and CEO.

1968 In just five years, Kroger's sales mushroom another \$1 billion, and go beyond \$3 billion.

1970s Kroger, listening to its shoppers through extensive market research, introduces ultra modern stores featuring old-fashioned values and trend-setting specialty shops featuring cheese, deli/bakeries, flowers and a host of other items.



1970 James P. Herring is Kroger's new President and CEO.

1971 "Open dating" system assures shoppers of fresh perishables.

1972 An experimental scanner checkout system is tested in a Kroger supermarket.

1972 Kroger's first superstore opens in Barberton, Ohio.

1972 Nutritional labeling is put on Kroger private brand products.

1975 Kroger sales exceed \$5 billion and a Consumer Advisory Council is formed.



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1977 Most Kroger stores are equipped with heat recycling equipment as part of ongoing effort to reduce energy costs.

1978 Lyle Everingham is named Kroger President and CEO and Kroger opens Tara Foods, a peanut butter processing plant in the heart of Georgia peanut country.

1979 Kroger becomes the nation's second-largest food retailing company.

1980s The specialty departments within Kroger are continually being refined, modernized and expanded, offering customers a wide selection of products and services from fresh seafood to the finest fragrances.



1980 Company sales top \$10 billion.



1981 Kroger introduces Cost Cutter brand products.



1981 Kroger opens unique frozen dough and hearth bread bakery in Bowling Green, KY.

1983 Kroger merges with Dillon Companies, Inc. and begins a new era as coast-to-coast operator of food, drug and convenience stores, and the manufacturer of more than 4,000 food and non-food products.

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1983 Kroger begins its 100th anniversary with theme, "Where New Ideas Come to Life."

1984 Tom Thumb Food Stores purchased by Dillon (86 stores).



1985 M&M Super Markets, Inc., Savannah, GA purchased by Kroger (11 stores).

1986 Kroger stock splits.

1988 To fend off a hostile take over, Kroger restructures, borrowing more than \$5 billion and issuing to stockholders a \$40 dividend and a five-year note valued at \$8.69 (at the time). Stock trades for around \$9 a share after the restructuring.

1990 Joseph A. Pichler elected Chairman of the Board and CEO June 17, 1990.



1991 Lyle Everingham retires from Kroger.

1993 Kroger celebrates 110 years in the grocery business.



1995 David Dillon is promoted to President of The Kroger Co.

1998 Kroger announces plan to merge with Fred Meyer, Inc., creating the nation's largest supermarket company.

Fred Meyer

1999 Kroger completes merger with Fred Meyer, forming a grocery powerhouse with a combined \$43 billion in annual sales.



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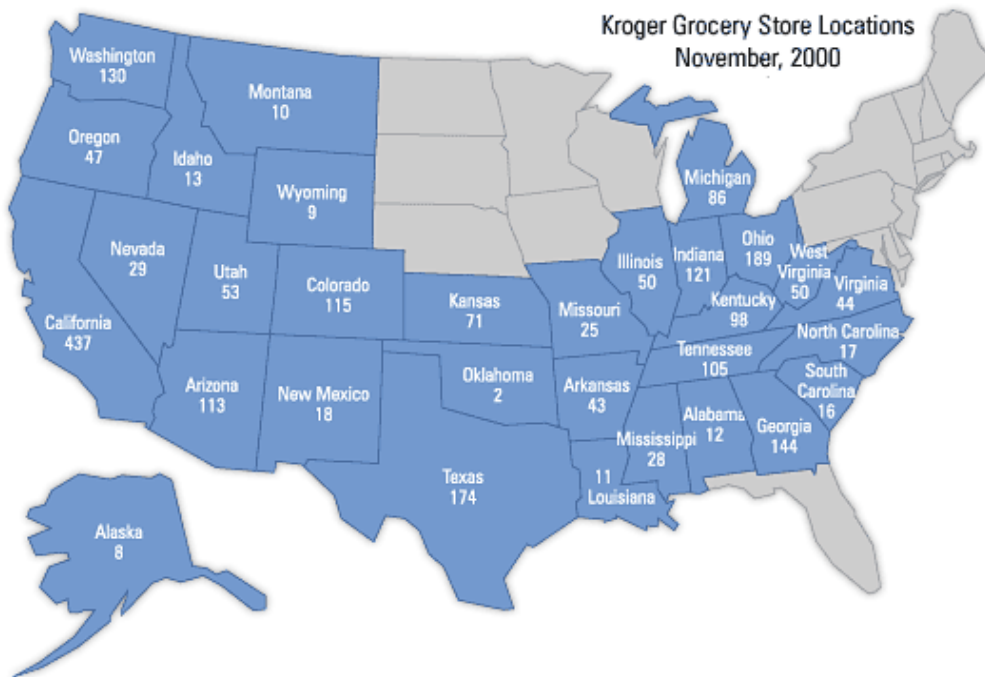
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About Grocery Retail

Retail Formats

Locations

Marketing Areas



Grocery Store Banners by State

State	Banner
Alabama	Kroger
Alaska	Fred Meyer
Arizona	Fry's, Fred Meyer, Smith's
Arkansas	Kroger
California	Ralphs, Food 4 Less. Cala/Bell, Foods Co
Colorado	King Soopers, City Market
Georgia	Kroger
Idaho	Fred Meyer, Smith's
Illinois	Kroger, Hilander
Indiana	Kroger, Jay C, Pay Less, Owens
Kansas	Dillon
Kentucky	Kroger
Louisiana	Kroger
Michigan	Kroger, Kessel
Mississippi	Kroger
Missouri	Kroger, Dillon, Gerbes

Montana	Smith's
Nevada	Smith's, Price Rite
New Mexico	Smith's
North Carolina	Kroger
Ohio	Kroger
Oklahoma	Dillon
Oregon	Fred Meyer, QFC
South Carolina	Kroger
Tennessee	Kroger
Texas	Kroger, Smith's
Utah	Smith's, Fred Meyer
Virginia	Kroger
Washington	QFC, Fred Meyer
West Virginia	Kroger
Wyoming	Smith's

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