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NEWS RELEASE

Kroger Mid-Atlantic to Open Store in Smithfield December 5

Grocer will donate \$33,000 to the local community the morning of the event, including a \$25k donation to the Foodbank of Southeastern Virginia and the Eastern Shore

Hampton Roads, Virginia - (December 4, 2018) – Kroger Mid-Atlantic announced today that the grand opening of its first store in Smithfield, located at 1282 Smithfield Plaza, will take place on December 5 at 8 a.m. This is the seventh store to open of the Kroger Mid-Atlantic stores acquired from Farm Fresh in Hampton Roads.

“With the Farm Fresh acquisition, we’re having the opportunity to serve two new communities, with Smithfield being one of them,” said Jerry Clontz, president of Kroger Mid-Atlantic. “We’re excited to welcome these customers into Kroger for the first time.”

The over 45,000 square-foot Smithfield store employs 95 full-time and part-time workers. 32 associates in this store were hired from Farm Fresh, with many of those associates in leadership positions throughout the store.

Kroger Mid-Atlantic invested more than 4.3 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.

In line with Kroger’s commitment to the community, the grocer will donate \$2,000 to four local organizations including the Isle of Wight Christian Outreach Program, Smithfield Volunteer Fire Department, Isle of Wight County Animal Control & Shelter and Isle of Wight County Schools. The checks will be presented at the grand opening ribbon cutting on the morning of Wednesday, December 5.

Following the grand opening ribbon cutting, Kroger and Kraft Heinz will be presenting a \$25,000 check to the Foodbank of Southeastern Virginia and the Eastern Shore at 8:30 a.m. The donation is the result of a recent partnership between Kroger and Kraft Heinz to raise funds for the Foodbank. The \$25,000 donation from Kroger and Kraft Heinz will allow \$150,000 worth of grocery products to be distributed into the Hampton Roads community.

“I was the store leader at this same location when it was a Farm Fresh and I can’t wait to welcome so many familiar faces when we open our doors tomorrow,” said Chessie Daughtrey, store manager of the

Smithfield Kroger. “The donations we’re making back into our community this morning are going to positively effect so many people in the community.”

Daughtrey brings over 16 years of experience in the industry with her most recent assignment as store director at the Smithfield Farm Fresh location.

In the next several weeks, the store will offer the Kroger’s new Scan, Bag, Go technology which enables shoppers to scan their own groceries for quicker shopping. In 2019, Kroger’s online shopping service Pickup (previously known as ClickList) will launch at the Smithfield location.

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 110 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.