

Food Recalls

Retail Perspective



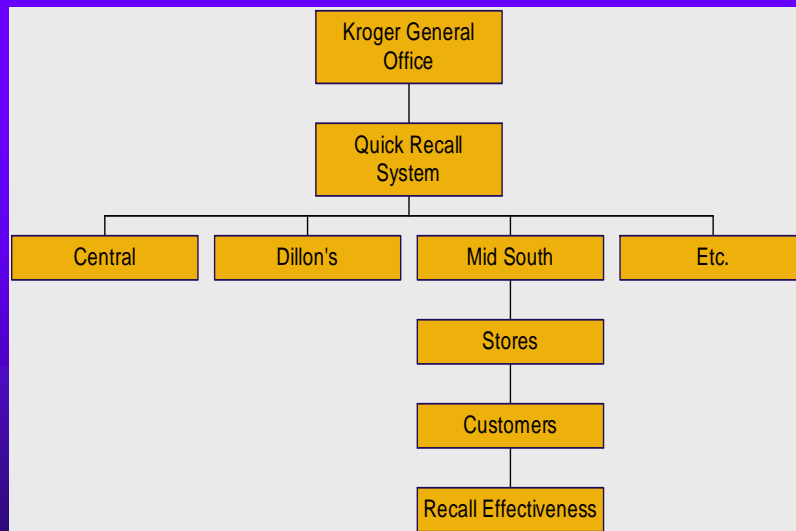
The Kroger Company
Mid South Division
Jeff Edelen, CP-FS
Manager of Food Safety

Kroger Handled Recalls



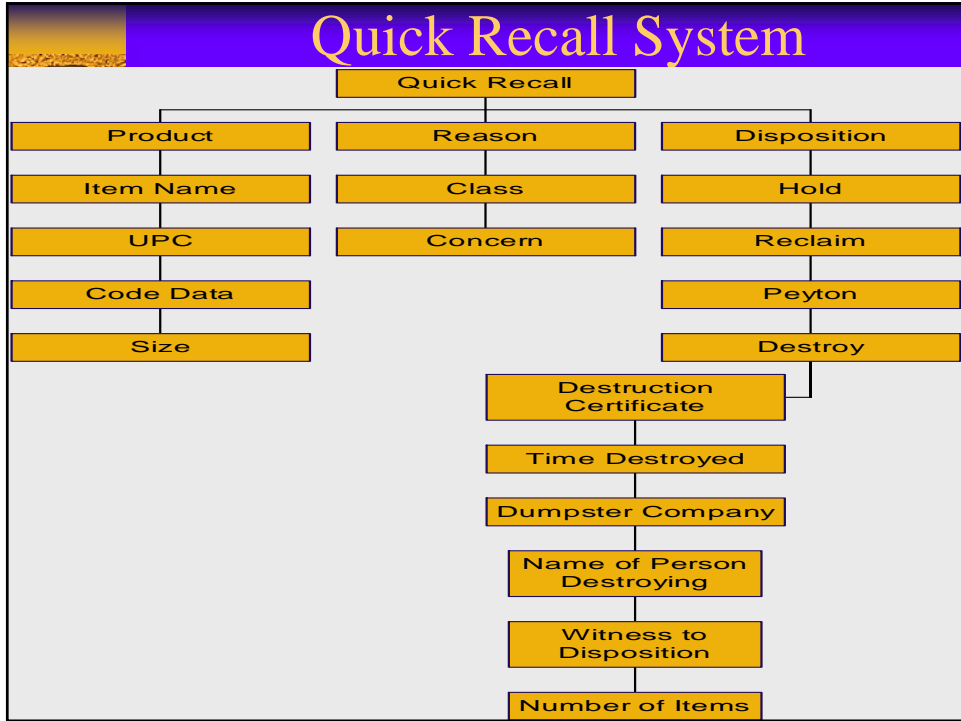
- ◆ In 2008, Kroger handled over 330 recalls and Product Withdrawals.
 - Class I – 88
 - Class II – 106
 - Class III – 23
 - Product Withdrawals – 122
- ◆ In 2009, we have handled over 70 Class I Recalls already.

Kroger Recall Process



Initiation of a Recall





URGENT - Class I Recall Notice

Division: 024 Store:00000 Warehouse: 000

Recall Number: r2009020900 Issue Date / Time:02/09/2009 08:49 AM Status: Draft
 Classification Type: Class I Due Date / Time:02/10/2009 08:49 AM Close Date / Time: MM/dd/yyyy hh:mm a

Abbott Laboratories, in cooperation with the FDA, has announced a Class I Recall on the following product(s):

Case UPC	Consumer UPC	Description	PLN	Size	Case Pack	Code	Notes
0063810258171	0063810220473	ZONE PERFECT CHOCOLATE PEANUT BUTTER BARS, 5 PK	328302	5/1.76 OZ	6	All Codes	See Comments

Manufacturer: Abbott Laboratories
 Product Distribution: Peyton's Buckeye, Peyton's Northern, Peyton's Fountain, Peyton's Southeastern, All Divisions
 Reason: The product may contain Salmonella and, if eaten, could result in severe illness to those individuals with a weakened immune system
 Product Disposition: Stores: Destroy
 DCs: Hold for vendor disposition
 Comments: *** THIS IS A NEW ITEM BEING INTRODUCED FOR SALE ***

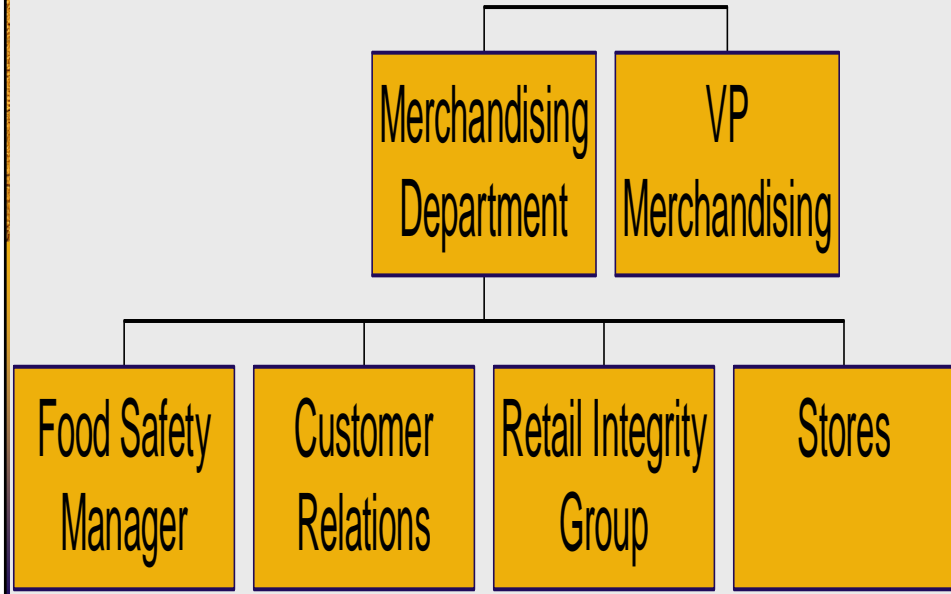
Please handle this Class I Recall in accordance with the Kroger Recall Policy for Product Recalls. We are sure you appreciate the important nature of this matter.

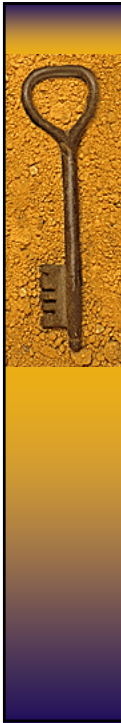
M. Marnette Ferry
Senior Vice President
Fete Williams
Senior Vice President
Donald E. Becker
Executive Vice President

Note: A paper copy of the recall should remain on file for a minimum of 6 months.

2/9/09 2:22 PM
The Kroger Co. - Confidential
Page 1 of 1

Kroger Mid South Division





Telxon Gun Message

URGENT!!

CLASS I RECALL

As of 02/09/2009

there are several
new peanut butter
recalls.

**PLEASE SEE
QUICK RECALL
FOR DETAILS.**

Hit 'C' to cont.



www.kroger.com

800-632-6900

Customers

Recall Notice

Cash Registers

Class I Recall Notice For : Detour Strength Bars



Due to the severity of this recall, we have put in place a restriction of sale code on the below listed UPC's. This restriction will prevent the sale of this item, but should not prevent their return - providing they are handled as a void. This restriction code has been automatically applied as of 6:10 EST, today.

The first priority is to remove all of the below listed items from the sales floor and handle the disposition according to the recall notice instructions. Note: The recalls are for a specific code, but all product should be pulled. The product with the included code(s) should be handled as instructed in the recall notice. Product outside of the code lot should be held until further notice.

Customer returns will need to be handled as a void sale for this product.

Please alert all customer service personnel and cashiers that if the item listed below is scanned, a

"B911 - Restricted Qty Recall - Do Not Sale" message will appear on their terminal. This product should not be sold and should be handled according to the recall notice instructions.

Please see the below attachments for item and UPC specific details:

Cash Register Receipt Notice



**IMPORTANT
RECALL NOTICE**

Dear Valued Customer: You may have Purchased the product below that has now been recalled. You should not consume the product and you should discard immediately. You may return the product label or a receipt for a full refund. If you have questions, please call 1-800-697-2448

**Kroger Deli-Chef
Tri-Bean Salad**

**Purchased from the Deli Counter,
ALL sizes, expiration dates**

Recall Phone Message

"Hello. This call is from your local Kroger (or insert banner) Store with an important announcement. We wanted to alert you that you may have purchased peanut butter store-baked and store-packaged cookies or Private Selection Chocolate Trio Cakes that have been recalled. You should not consume the product. You may return the product or receipt to a store for a full refund or replacement. If you have any questions, please call 800-632-6900. This message is possible because you are one of our Loyal Customers and used your shopper's card to make this purchase. Thank you for being a Kroger (or insert banner) Customer. "

Customer Recall Notice

SAFETY UPDATE RECALL NOTICE

Due to a potential health hazard, Customers who purchased any of the item(s) below should **NOT** eat the product.

Please return the product to this store for a full refund.

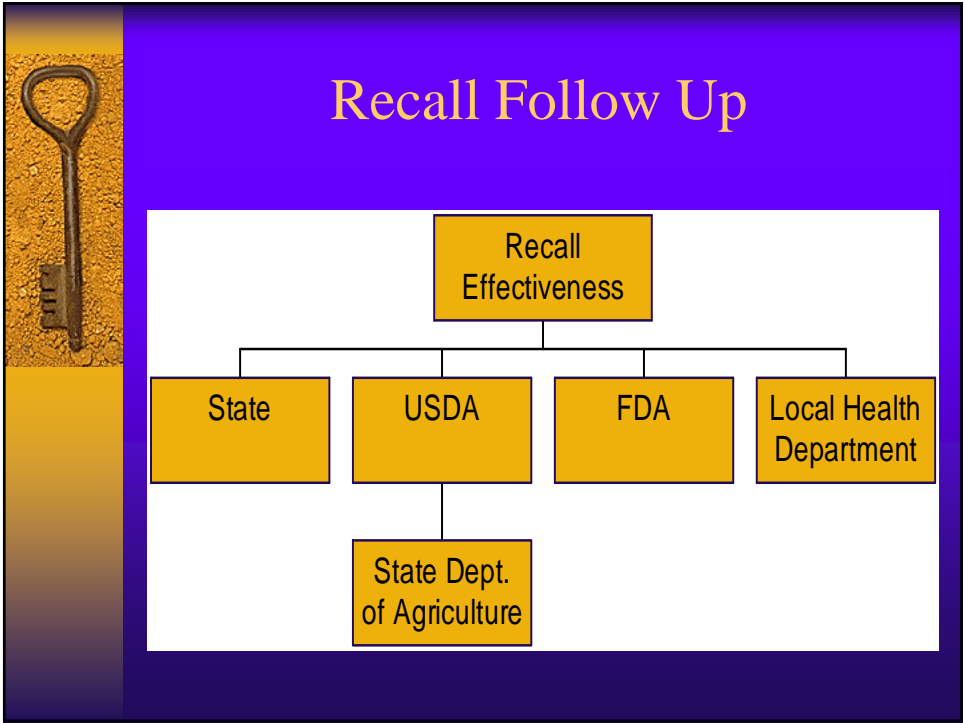
UPC	Description	Size	Enjoy By:
733913 00828	Detour Core Strength Carmel Peanut Bar	50 GR	March 1, 2010 and prior
733913 00816	Detour Runner Bar Chocolate Peanut Butter	50 GR	March 1, 2010 and prior
733913 00828	Detour Biker Bar Raspberry Dark Chocolate	50 GR	March 1, 2010 and prior

The product may be contaminated with SALMONELLA and, if eaten, could result in severe illness to those individuals who may consume this product.

Consumers may contact 1-800-203-3877

We are sorry for this inconvenience. Your safety is important to us.

Please post until February 10, 2009



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- ## Final Thoughts
- ◆ Food Safety is the Foundation of our business!
 - ◆ Consumer confidence in the food supply at restaurants and supermarkets continues to decline.
 - ◆ **TRUST** and **REPUTATION** goes a long way, but it must be earned and maintained.

Questions????

