



The Kroger Co.
1014 Vine Street
Cincinnati, OH 45202

Kroger Corporate Brands New Item Sample Process

To: Corporate Brand Grocery and HBC Suppliers,

Upon the approval of your first production samples for all Grocery and Drug new Corporate Brand items, you must send at least one case to the following personnel in the next week:

- ✓ Sales Plan Manager –
- ✓ Sourcing Manager -
- ✓ use 1014 Vine St. address above for CFT Manager, CSI Manager, Sourcing Manager, and Sales Plan Manager
- ✓ Procurement Managers - (listing is attached)
- ✓ Kroger Division Corporate Brand Managers (listing is attached)
- ✓ Broker Representative Sales Teams (listing is attached)
- ✓ Debbie Neace – Enterprise Photo Studio
- ✓ Rich Brown – SMSB Image Services

This procedure is a mandatory new item process for Kroger!

If you have questions, please feel free to contact me or your Broker representative.

**PL Marketing Account Managers
(Send Kroger Label Only)**

Division	Name	Address	Phone #
Kroger GO	Insert Name Here	625 Eden Park Dr. Suite 400	
ATLANTA 011	Kroger Company. Attn:Pete Romaniw	2175 Parklake Drive. Atlanta, GA 30345	(770) 496-5363
CINCINNATI - 014	Bob McConnell	4605 Manchester Road Middletown, OH 45042	(513) 425-6690
COLUMBUS - 016	Kroger Company. Attn:Shawn Bower	4111 Executive Parkway Westerville, OH 43081-6137	(614) 898-3532
MICHIGAN - 018	Kroger Company. Attn: Ray Jarczak	40399 Grand River Novi, MI 48375	(734) 552-6457
CENTRAL - 021	Kroger Company. Attn:Steve Switzer	8140 Laura Lynne Lane Indianapolis, IN 46217	(317) 881-3498
MID-SOUTH – 024	Kroger Company. Attn:Rick Gray	6810 Chimney Hill Road Crestwood, K Y 40014	(502) 423-4859 (Div)
DELTA - 025	Kroger Company. Attn:Dianne Poulos	800 Ridge Lake Blvd. Memphis, TN 38120	(901) 765-4119 (Div)
MID-ATLANTIC - 029	Sidney Weber	8133 Waterfall Drive Roanoke, VA 24019	(540) 563-5865
SOUTHWEST - 034	Kroger Company. Attn:Randy Allen	19245 David Memorial Dr. Shenandoah, TX 77385	(713) 507-6035

**Daymon Worldwide Division Managers
(Send Kroger Label to All Divisions Except to Fred Meyer & Ralph's)**

Division	Name	Address	Phone #
DILLONS - 615	Mitch Cramer	2700 East 4th Street Hutchinson, KS 67501	(620) 669-3228
KINGS SOOPERS - 620	Bruce Linford	65 Tejon Street Denver, CO 80223	(303) 778-3203
FRY'S - 660	Jim Kirby	500 South 99th Avenue, Building B Tolleson, AZ 85353-9798	(623) 907-1975
FRED MEYER - 701	Sharon Mann	3800 S.E. 22nd Avenue Portland, OR 97202	(503) 797-5737
RALPH'S - 703 /FOOD 4 LESS, CA - 704	Ron Eckert	1100 W. Artesia Blvd. Compton, CA 90220	(310) 884-4092
QFC - 705	Mitch Rath	10116 N.E. 8th Street Bellevue, WA 98004	(425) 990-5619
SMITHS - 706	Steve Aase	1550 South Redwood Road Salt Lake City, UT 84104	(801) 974-1138
Daymon for Kroger GO	Insert Name Here	1014 Vine St, Suite 1500 Cincinnati, OH 45069	

Division Corporate Brand Managers (Send Kroger Label Only)

Location	Name(s)	Address	Phone #
Kroger Tamarack Dairy	Greg Mallory	1701 Tamarack Road Newark, OH 43055	(740) 522-9267
Kroger Centennial Farms Dairy	Kevin Vondersaar	2121 Faulkner Rd. Marietta, GA 30324	(770) 429-3856
Kroger & Ralph's	Jerriann Dalman	1100 W. Artesia Blvd. Compton CA 90220	(310) 884-6116
Kroger & Fred Meyer Swan Island Dairy	Kent Hawes	4950 N Basin Ave. Portland, OR 97217	(503) 240-5188
Kroger	Elina Higley	1550 South Redwood Salt Lake City, Utah 84104	(801) 973-1832

*Some brand managers have offices located in Kroger plants and dairies. Samples are still required as they have grocery responsibilities.

Kroger G.O. Managers (Send Kroger Label Only)

Title	Name(s)	Address	Phone #
Senior Mgr Corp. Brands Sourcing	Mike McCrea	1014 Vine St. KW_4 Cincinnati, OH, 45202	(513) 762-1027
Manufacturing Vice President	Tim Kelbel	1014 Vine St. KW_4 Cincinnati, OH, 45202	(513) 762-4758
General Sales Plan Manager	Lonnie Walp	1014 Vine St. KW_4 Cincinnati, OH, 45202	(513) 762-4734
Corp. Brands Sales Manager	Lynn Meredith	1014 Vine St. KW_4 Cincinnati, OH, 45202	(513) 762-4787
Sales Planner	Insert Name Here	1014 Vine St. KW_4 Cincinnati, OH, 45202	
Sourcing Manager	Insert Name Here	1014 Vine St. KW_4 Cincinnati, OH, 45202	

Procurement/Image Services (Send All Labels)

Location	Name(s)	Address	Phone #
Enterprise Photo Studio	Debbie Neace	1600 Ormsby Station Court Louisville, KY 40223	(502) 423-4914
SMSB Image Services	Rich Brown Please label all boxes Attn: Kroger project.	740 Old Willets Path / Suite 100 Hauppauge, NY 11788	(631) 755-5800 Ext 555
Kroger Procurement Center	Tom Warburg Larry Binkowski Bill Wogenstahl Marvin Rokyta Charles Wnuck Mike Click Barbara Beumer Dennis Zimmerman John McDowell Joe Rother Tom Chambless Jim Whicker Dan Gay Everett LaMarr	Grocery Procurement. 11300 Cornell Park Drive, Cincinnati OH 45242	(513) 387-1138

