



NEWS RELEASE

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Kroger shares exclusive Ukrop's items, most popular products *Grocer carrying widest variety of Ukrop's products in Richmond*

Richmond, VA (August 22, 2017) - It's been six months since Kroger rolled out the region's most comprehensive selection of Ukrop's Homestyle Foods items at all 18 Kroger stores in the Richmond area.

Today, not only does Kroger sell a higher volume of Ukrop's products than anyone else in the area, but they also offer the widest selection of products, many of which are sold exclusively at Kroger. The items available only at Kroger stores include:

- **Ukrop's Decorated Cakes.** A household favorite can now be purchased at area Kroger stores and online at decoratedcakes.ukrops.com. For added convenience, cakes ordered by noon can be picked up the next morning at Kroger.
- **Bakes.** Dinner in a flash can happen at Kroger with Ukrop's line of family meals like baked spaghetti, manicotti, chicken cobbler and more.
- **Quiche.** Kroger carries one of Ukrop's classic brunching items like Breakfast Quiche, Quiche Lorraine and Spinach Florentine Quiche.
- **Flatbreads.** Perfect for entertaining, Ukrop's flatbread pizzas can be picked up at any area Kroger store.
- **Whoopie Pies.** Ukrop's famous Whoopie Pies, in both chocolate and vanilla, can only be found at Kroger.

In addition to exclusive items, Kroger has also noticed a trend of Ukrop's items flying off the shelf throughout Richmond. This may not come as a surprise to those familiar to the Ukrop's product line, but the five most popular Ukrop's items in Richmond-area Kroger stores include:

1. Rainbow Cookies
2. White House Rolls
3. Ukrop's Chicken Salad
4. Ukrop's Green Salad
5. Ukrop's Decorated Cakes

“We heard how important and personal the Ukrop’s brand is to our Richmond customers, so we found a way to make sure those items were still able to make it to everyone’s table,” said Allison McGee, spokesperson for Kroger Mid-Atlantic.

“Kroger told us they want to carry the widest selection of Ukrop’s products and they were the first to come through for Richmond,” said Bobby Ukrop, President and CEO of Ukrop’s Homestyle Foods. “We’re fortunate to have Kroger as such a strong retail partner, and it’s comforting to know that our family’s products can still be served to area Richmond families so easily.”

Hundreds of Ukrop’s items are available in Kroger stores, and customers can view the specific bakery and prepared food items offered. The lists are also available at www.ukropshomestylefoods.com.

“We are open to pursuing what the community is asking for in a grocery store. This is a great example of our customers telling us what they want and Kroger doing everything it can to deliver. We want to make sure that dialogue stays open,” said McGee.

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About Kroger’s Mid-Atlantic Division:

The Mid-Atlantic Division operates 121 stores, 118 pharmacies and 93 fuel centers in Virginia, West Virginia, North Carolina, Tennessee, Kentucky and Ohio. Headquartered in Roanoke, the Mid-Atlantic Division is dedicated to making a difference in the communities it serves by supporting hunger relief, women’s health, our troops and their families, and local schools and grassroots organizations. Kroger is also a strong supporter of the Salvation Army, American Red Cross and organizations that promote the advancement of women and minorities. *Fortune* magazine named Kroger the “most generous company in America” and The Reputation Institute ranked Kroger among the Top 100 of America’s Most Reputable Companies. For more information, visit www.kroger.com.