Kroger Births New Website for Busy Moms

ComfortsForBaby.com features parenting advice and insights from Chief Comforts Mom Paula Andruss

WEBSITE, INCLUDING SPANISH-LANGUAGE VERSION, LAUNCHES TODAY

CINCINNATI, Jul 13, 2011 (BUSINESS WIRE) --

Comforts, a line of baby products from The Kroger Co., is making it easier for experienced moms to share their words of wisdom with others through a new website launching today.

ComfortsForBaby.com enables busy moms to access and exchange ideas online, offering a community where mothers can - between breaths - share their insights and experiences parenting newborns, infants and toddlers. The website is available in English and Spanish, with the latter designed specifically to engage Latina moms.
Guided by a whimsical cartoon firefly called "Flicker," the website features original content from and for moms.

According to Paula Andruss, a mother of three and the site's official "Chief Comforts Mom,"ComfortsForBaby.com speaks to a cross-section of moms. It's a place where they can share, support and learn from each other.
"All moms are looking for the tried and true and want to hear from others about what works and is practical and realistic," Andruss said. "ComfortsForBaby is a place for those who have 'been there and done that' to share their expertise with other moms and to find community support for themselves."

Andruss will help shape the website's editorial content, create original articles and provide insights based on her real-life experience as a busy mom. "As a mother myself, I know what works, and I want to share as much valuable information as possible to help other moms make the most of their demanding days," Andruss said.

Finding Comfort From Experienced Moms
The website will offer advice-oriented articles, such as how to soothe a crying baby or make mealtimes more fun and nutritious. Articles focused on newborns, infants and toddlers will be updated weekly.

Another feature will focus on products. It will provide an opportunity for moms to share their feedback online with other moms. "Mothers find authentic reviews extraordinarily valuable when choosing products for their children," Andruss said.

Take Comfort in Quality and Savings

In order to help mothers find baby-related items that meet their needs, the new site offers plenty of information about Comforts, a line of quality baby products at good prices.

Value-conscious moms will regularly find digital coupons (downloadable to shoppers' savings cards) for a range of Comforts products on the site. And by clicking "Like" on the ComfortsForBaby Facebook page, mothers will have exclusive access to participate for a chance to win in various contests, sweepstakes and promotions that will be held throughout the year.

Comforts offers products that meet a baby's needs from day one through the toddler years. Site visitors can find details about the nutritional content of baby foods, the hygienic nature of soaps and shampoos and the safety built into such baby accessories as sippy cups, teethers and pacifiers. There also is a special section about Comforts Touch of Nature diapers, a more environmentally friendly brand of disposable diapers.

Mothers can discover, for example, that the Comforts baby formula has exactly the same nutritional content as the leading brands, but given its reduced price, it can save moms about $600 per year.

ComfortsForBaby.com also has a Spanish-language version, making Comforts the first grocery store baby brand to introduce a site especially for Latina moms. More than a simple translation from English to Spanish, content on the site is specific to the needs and interests of this community.

"The launch of ComfortsForBaby.com effectively harnesses our years of experience in this category to better serve the needs of our customers," said Noel Fonseca, Comforts Brand Manager. "Our goal is that busy, experienced moms will think of us first and foremost for their children's needs, and ComfortsForBaby.com, complimented by Facebook and Twitter, will be valuable resources for reinforcing this brand position."

About Paula Andruss

A mother of three and author of a range of articles on parenting and children, Paula Andruss is the site's Chief Comforts Mom. See her real-life insights on everything from newborn feeding to potty training atComfortsForBaby.com.

About Kroger:

Kroger, the nation's largest traditional grocery retailer, employs more than 338,000 associates who serve customers in 2,449 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry's, King Soopers, QFC, Ralphs and Smith's. The company also operates 785 convenience stores, 359 fine jewelry stores, 1,035 supermarket fuel centers and 40 food processing plants in the U.S. Kroger, headquartered in Cincinnati, Ohio, focuses its charitable efforts on supporting hunger relief, health and wellness initiatives, and local organizations in the communities it serves. For more information about Kroger, please visit www.kroger.com.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6791774&lang=en

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