Kroger Will No Longer Purchase Ground Beef Made with Lean Finely Textured Beef

CINCINNATI, March 22, 2012 /PRNewswire/ -- In response to customer concerns, The Kroger Co. (NYSE: KR) will no longer purchase ground beef containing lean finely textured beef. "Kroger listens to our customers carefully to provide the high quality products they want at the great prices they deserve. Our customers have expressed their concerns that the use of lean finely textured beef— while fully approved by the USDA for safety and quality—is something they do not want in their ground beef. We highly value customer feedback, and the recent flood of news stories has diminished their confidence in the product. As a result, Kroger will no longer purchase ground beef containing lean finely textured beef," the company said.

Kroger, the nation's largest traditional grocery retailer, employs more than 339,000 associates who serve customers in 2,435 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 791 convenience stores, 348 fine jewelry stores, 1,090 supermarket fuel centers and 39 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations in the communities it serves. Kroger contributes food and funds equal to 125 million meals a year through more than 80 Feeding America food bank partners. For more information, please visit www.kroger.com.
SOURCE The Kroger Co.

Media, Keith Dailey, +1-513-762-1304; or Investors, Cindy Holmes, +1-513-762-4969