



## News Release

# Kroger Introduces Simple Truth(TM) and Simple Truth Organic® Brands; Available Exclusively at Kroger's Family of Stores

**New Brands Help Customers Enjoy Simply Better Living with Access to Honest, Easy and Affordable "Free From 101" Items and Organic Products**

CINCINNATI, Sept. 24, 2012 /PRNewswire via COMTEX/ --Today The Kroger Co. (NYSE: KR) Family of Stores announced nationwide availability of its new [Simple Truth](#) and [Simple Truth Organic](#) brands. Simple Truth and Simple Truth Organic products are free from 101 artificial preservatives and ingredients that some customers have said they do not want in their foods. Simple Truth Organic products are certified organic by the USDA. In addition, the Simple Truth brand offers several USDA-certified natural products, including meat, chicken and eggs.

The launch of these brands comes at a time when consumer demand for organic food is on the rise, according to the [Organic Trade Association \(OTA\)](#), which notes that 78 percent of U.S. families - more than ever before - say they are choosing organic foods. Together, Simple Truth and Simple Truth Organic brands offer customers access to nearly 250 honest, easy and affordable "free from 101" items and organic products for simply better living.

"While organic products are available in most conventional grocery stores, our customers told us that labels can be confusing, and there's a general belief in the marketplace that organic means more expensive," said Mary Ellen Adcock, Vice President of Natural Foods for Kroger. "At Kroger we understand these challenges, so we're offering our shoppers the Simple Truth Organic brand, an easy, more clearly labeled and affordable way to buy organic products."

Spanning more than 30 product categories, Simple Truth and Simple Truth Organic products provide much of the U.S. population access to reasonably priced "free from 101" items and certified-organic products. Categories include a wide variety of foods such as milk, salads, dried fruit, sodas, yogurt, chips and quinoa.

All Simple Truth and Simple Truth Organic products are clearly marked with the brand's green circular logo and contain straightforward ingredient statements. Simple Truth Organic items display the USDA organic seal on the front of packaging, while Simple Truth products have highly visible identifiers that indicate their category.

"Most shoppers don't have time to browse grocery stores for quality food, and no one wants to spend more money than necessary," said Carolyn Brown, MS, RD, Simple Truth spokesperson and nutritionist at Foodtrainers, a private practice in New York. "Simple Truth and Simple Truth Organic flips shoppers' expectations by delivering value-priced products that can be found in almost every aisle at their neighborhood Kroger store."

#### **About the Simple Truth Launch Program**

Simple Truth and Simple Truth Organic brands are being introduced to customers nationwide through an integrated marketing campaign, involving both in-store and online components. In-store communications include branded shelf signs, stanchions in produce and meat sections and front-of-store standees and banners in more than 2,200 Kroger and Banner Brand stores. Online elements include a [Simple Truth website](#) and a social media presence on branded [Facebook](#), [Twitter](#) and [Pinterest](#) pages.

Simple Truth and Simple Truth Organic brands will be rolled out in phases beginning this month with new food introductions, including cereals, frozen pizza, and vegetarian options, happening regularly. By January 2013, both brands will collectively expand to more than 40 product categories and appear in many aisles at Kroger's Family of Stores.

For additional product information, including local store availability, product assortment and the full list of the 101 artificial preservatives and ingredients which are not found in Simple Truth and Simple Truth Organic products, please visit [www.simpletruth.com](http://www.simpletruth.com).

#### **About Kroger**

Kroger, one of the world's largest retailers, employs more than 339,000 associates who serve customers in 2,425 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 788 convenience stores, 342 fine jewelry stores, 1,124 supermarket fuel centers and 37 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 160 million meals a year through more than 80 Feeding America food bank partners. For more information please visit [Kroger.com](http://Kroger.com).

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