

KROGER CO  
Form 10-Q  
June 28, 2010

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

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**FORM 10-Q**

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**QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended May 22, 2010

OR

**TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from      to

Commission file number 1-303

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(Exact name of registrant as specified in its charter)

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**Ohio**  
(State or other jurisdiction of  
incorporation or organization)

**31-0345740**  
(I.R.S. Employer  
Identification No.)

**1014 Vine Street, Cincinnati, OH 45202**

(Address of principal executive offices)

(Zip Code)

**(513) 762-4000**

(Registrant's telephone number, including area code)

**Unchanged**

(Former name, former address and former fiscal year, if changed since last report)

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Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15 (d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of large accelerated filer, accelerated filer and smaller reporting company in Rule 12b-2 of the Exchange Act. (Check one):

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Large accelerated filer  x

Accelerated filer  o

Non-accelerated filer  o  
(do not check if a smaller reporting company)

Smaller reporting company  o

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes  o No  x.

There were 642,071,330 shares of Common Stock (\$1 par value) outstanding as of June 25, 2010.

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**PART I FINANCIAL INFORMATION****Item 1. Financial Statements.****THE KROGER CO.****CONSOLIDATED STATEMENTS OF OPERATIONS**

(in millions, except per share amounts)

(unaudited)

	<b>First Quarter Ended</b>	
	<b>May 22, 2010</b>	<b>May 23, 2009</b>
Sales	\$ 24,764	\$ 22,789
Merchandise costs, including advertising, warehousing, and transportation, excluding items shown separately below	19,168	17,266
Operating, general and administrative	4,195	4,026
Rent	200	200
Depreciation and amortization	478	453
Operating profit	723	844
Interest expense	132	163
Earnings before income tax expense	591	681
Income tax expense	216	250
Net earnings including noncontrolling interests	375	431
Net earnings (loss) attributable to noncontrolling interests	1	(4)
Net earnings attributable to The Kroger Co.	\$ 374	\$ 435
Net earnings attributable to The Kroger Co. per basic common share	\$ 0.58	\$ 0.67
Average number of common shares used in basic calculation	641	648
Net earnings attributable to The Kroger Co. per diluted common share	\$ 0.58	\$ 0.66
Average number of common shares used in diluted calculation	645	651
Dividends declared per common share	\$ .095	\$ .09

The accompanying notes are an integral part of the Consolidated Financial Statements.

## THE KROGER CO.

## CONSOLIDATED BALANCE SHEETS

(in millions, except per share amounts)

(unaudited)

	May 22, 2010	January 30, 2010
<b>ASSETS</b>		
Current assets		
Cash and temporary cash investments	\$ 602	\$ 424
Deposits in-transit	675	654
Receivables	828	909
FIFO inventory	5,557	5,705
LIFO reserve	(785)	(770)
Prefunded employee benefits	3	300
Prepaid and other current assets	302	261
Total current assets	7,182	7,483
Property, plant and equipment, net	13,976	13,929
Goodwill	1,158	1,158
Other assets	565	556
Total Assets	\$ 22,881	\$ 23,126
<b>LIABILITIES</b>		
Current liabilities		
Current portion of long-term debt including obligations under capital leases and financing obligations	\$ 528	\$ 579
Trade accounts payable	3,963	3,890
Accrued salaries and wages	832	786
Deferred income taxes	354	354
Other current liabilities	2,124	2,118
Total current liabilities	7,801	7,727
Long-term debt including obligations under capital leases and financing obligations		
Face-value of long-term debt including obligations under capital leases and financing obligations	6,936	7,420
Adjustment to reflect fair-value interest rate hedges	61	57
Long-term debt including obligations under capital leases and financing obligations	6,997	7,477
Deferred income taxes	560	568
Pension and postretirement benefit obligations	1,075	1,082
Other long-term liabilities	1,342	1,346
Total Liabilities	17,775	18,200
Commitments and contingencies (see Note 8)		
<b>SHAREOWNERS EQUITY</b>		
Preferred stock, \$100 par per share, 5 shares authorized and unissued	—	—
Common stock, \$1 par per share, 1,000 shares authorized; 959 shares issued in 2010 and 958 shares issued in 2009	959	958

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Additional paid-in capital	3,364	3,361
Accumulated other comprehensive loss	(577)	(593)
Accumulated earnings	7,676	7,364
Common stock in treasury, at cost, 319 shares in 2010 and 316 shares in 2009	(6,314)	(6,238)
Total Shareowners Equity - The Kroger Co.	5,108	4,852
Noncontrolling interests	(2)	74
Total Equity	5,106	4,926
Total Liabilities and Equity	\$ 22,881	\$ 23,126

The accompanying notes are an integral part of the Consolidated Financial Statements.

## THE KROGER CO.

## CONSOLIDATED STATEMENTS OF CASH FLOWS

(in millions and unaudited)

	Quarter Ended	
	May 22, 2010	May 23, 2009
<b>Cash Flows from Operating Activities:</b>		
Net earnings including noncontrolling interests	\$ 375	\$ 431
Adjustments to reconcile net earnings to net cash provided by operating activities:		
Depreciation and amortization	478	453
LIFO charge	15	23
Stock-based employee compensation	26	25
Expense for Company-sponsored pension plans	22	12
Deferred income taxes	(8)	54
Other	10	6
Changes in operating assets and liabilities net of effects from acquisitions of businesses:		
Store deposits in-transit	(20)	(26)
Receivables	12	18
Inventories	148	25
Prepaid expenses	255	171
Trade accounts payable	156	245
Accrued expenses	(55)	(97)
Income taxes receivable and payable	165	176
Contribution to Company-sponsored pension plans	(27)	(200)
Other	1	(28)
<b>Net cash provided by operating activities</b>	<b>1,553</b>	<b>1,288</b>
<b>Cash Flows from Investing Activities:</b>		
Payments for capital expenditures	(542)	(635)
Proceeds from sale of assets	8	6
Payments for acquisitions	(7)	—
Other	(3)	(5)
<b>Net cash used by investing activities</b>	<b>(544)</b>	<b>(634)</b>
<b>Cash Flows from Financing Activities:</b>		
Proceeds from issuance of long-term debt	3	3
Dividends paid	(61)	(59)
Payments on long-term debt	(544)	(25)
Payments on credit facility	—	(129)
Excess tax benefits on stock-based awards	1	—
Proceeds from issuance of capital stock	12	2
Treasury stock purchases	(80)	(20)
Decrease in book overdrafts	(83)	(53)
Investment in the remaining interest of a variable interest entity	(86)	—
Other	7	2
<b>Net cash used by financing activities</b>	<b>(831)</b>	<b>(279)</b>
<b>Net increase in cash and temporary cash investments</b>	<b>178</b>	<b>375</b>
<b>Cash and temporary cash investments:</b>		

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Beginning of year		424		263
End of quarter	\$	602	\$	638
Reconciliation of capital expenditures:				
Payments for property and equipment	\$	(542)	\$	(635)
Changes in construction-in-progress payables		(1)		(18)
Total capital expenditures	\$	(543)	\$	(653)
Disclosure of cash flow information:				
Cash paid during the quarter for interest	\$	149	\$	163
Cash paid during the quarter for income taxes	\$	54	\$	37

The accompanying notes are an integral part of the Consolidated Financial Statements.



## THE KROGER CO.

## CONSOLIDATED STATEMENTS OF CHANGES IN SHAREOWNERS EQUITY

(in millions, except per share amounts)

(unaudited)

	Common Stock		Additional	Treasury Stock		Accumulated	Accumulated	Noncontrolling	Total
	Shares	Amount	Paid-In	Shares	Amount	Other	Earnings	Interest	
			Capital			Comprehensive			
						Gain (Loss)			
Balances at January 31, 2009	955	\$ 955	\$ 3,266	306	\$ (6,039)	\$ (495)	\$ 7,538	\$ 95	\$ 5,320
Issuance of common stock:									
Stock options exercised			2						2
Restricted stock issued			(5)		3				(2)
Treasury stock activity:									
Treasury stock purchases, at cost				1	(17)				(17)
Stock options exchanged					(3)				(3)
Tax benefits from exercise of stock options			2						2
Share-based employee compensation			25						25
Other comprehensive gain net of income tax of \$-						1			1
Other			1					(7)	(6)
Cash dividends declared (\$0.09 per common share)							(59)		(59)
Net earnings including noncontrolling interests							435	(4)	431
Balances at May 23, 2009	955	\$ 955	\$ 3,291	307	\$ (6,056)	\$ (494)	\$ 7,914	\$ 84	\$ 5,694
Balances at January 30, 2010	958	\$ 958	\$ 3,361	316	\$ (6,238)	\$ (593)	\$ 7,364	\$ 74	\$ 4,926
Issuance of common stock:									
Stock options exercised	1	1	10		2				13
Restricted stock issued			(3)		2				(1)
Treasury stock activity:									
Treasury stock purchases, at cost				2	(59)				(59)
				1	(21)				(21)

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Stock options exchanged																
Tax detriments from exercise of stock options			(8)							(8)						
Share-based employee compensation			26							26						
Other comprehensive gain net of income tax of \$6						16				16						
Other							(1)		(10)	(11)						
Investment in the remaining interest of a variable interest entity			(22)						(67)	(89)						
Cash dividends declared (\$0.095 per common share)								(61)		(61)						
Net earnings including noncontrolling interests							374		1	375						
Balances at May 22, 2010	959	\$	959	\$	3,364	319	\$	(6,314)	\$	(577)	\$	7,676	\$	(2)	\$	5,106

The accompanying notes are an integral part of the consolidated financial statements.

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

All amounts in the notes to Consolidated Financial Statements are in millions except per share amounts.

Certain prior-year amounts have been reclassified to conform to current-year presentation.

**1. ACCOUNTING POLICIES**

*Basis of Presentation and Principles of Consolidation*

The accompanying financial statements include the consolidated accounts of The Kroger Co., its wholly-owned subsidiaries, and the Variable Interest Entities ( VIE ) in which the Company is the primary beneficiary. The January 30, 2010 balance sheet was derived from audited financial statements and, due to its summary nature, does not include all disclosures required by generally accepted accounting principles ( GAAP ). Significant intercompany transactions and balances have been eliminated. References to the Company in these Consolidated Financial Statements mean the consolidated company.

In the opinion of management, the accompanying unaudited Consolidated Financial Statements include all normal, recurring adjustments that are necessary for a fair presentation of results of operations for such periods but should not be considered as indicative of results for a full year. The financial statements have been prepared by the Company pursuant to the rules and regulations of the Securities and Exchange Commission ( SEC ). Certain information and footnote disclosures normally included in financial statements prepared in accordance with GAAP have been omitted, pursuant to SEC regulations. Accordingly, the accompanying Consolidated Financial Statements should be read in conjunction with the 2009 Annual Report on Form 10-K of The Kroger Co. for the fiscal year ended January 30, 2010.

The unaudited information in the Consolidated Financial Statements for the first quarter ended May 22, 2010, and May 23, 2009, includes the results of operations of the Company for the 16-week periods then ended.

The Company reflects certain promotional allowances in its LIFO charge. During the first quarter of the 2010 LIFO analysis, the Company revised the LIFO reserve to reflect certain prior year promotional allowances in prior year LIFO indices. By not including these promotional allowances in all LIFO indices, the Company overstated its LIFO reserve for years 2007 and prior. The Company believes this correction is not material to any individual year or any quarterly period within the years presented. As a result, the Company has increased beginning accumulated earnings and reduced its LIFO reserve on the Consolidated Financial Statements by \$33 (\$20 after-tax).

**2. DEBT OBLIGATIONS**

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Long-term debt consists of:

	May 22, 2010	January 30, 2010
3.90% to 8.00% Senior Notes and Debentures due through 2038	\$ 6,808	\$ 7,308
5.00% to 9.50% Mortgages due in varying amounts through 2034	81	105
Other	156	163
<b>Total debt, excluding capital leases and financing obligations</b>	<b>7,045</b>	<b>7,576</b>
Less current portion	(497)	(549)
<b>Total long-term debt, excluding capital leases and financing obligations</b>	<b>\$ 6,548</b>	<b>\$ 7,027</b>

With the proceeds received from the Company's third quarter of 2009 issuance of \$500 of senior notes bearing an interest rate of 3.90% due in 2015, the Company repaid \$500 of senior notes bearing an interest rate of 8.05% that matured in the first quarter of 2010.

### 3. COMPREHENSIVE INCOME

Comprehensive income is as follows:

	First Quarter Ended	
	May 22, 2010	May 23, 2009
Net earnings including noncontrolling interests	\$ 375	\$ 431
Unrealized gain on available for sale securities, net of income tax	7	
Amortization of amounts included in net periodic pension expense, net of income tax(1)	8	
Amortization of unrealized gains and losses on cash flow hedging activities, net of income tax	1	1
Comprehensive income	391	432
Comprehensive income (loss) attributable to noncontrolling interests	1	(4)
Comprehensive income attributable to The Kroger Co.	\$ 390	\$ 436

(1) Amount is net of tax of \$6 for the first quarter of 2010.

### 4. BENEFIT PLANS

The following table provides the components of net periodic benefit costs for the Company-sponsored pension plans and other post-retirement benefits for the first quarter of 2010 and 2009.

	Pension Benefits		First Quarter		Other Benefits	
	2010	2009	2010	2009	2010	2009
Components of net periodic benefit cost:						
Service cost	\$ 14	\$ 10	\$ 4	\$ 3		
Interest cost	52	54	6	5		
Expected return on plan assets	(60)	(54)				
Amortization of:						
Prior service cost		1	(2)	(2)		
Actuarial loss (gain)	16	1	(1)	(1)		
Net periodic benefit cost	\$ 22	\$ 12	\$ 7	\$ 5		

The Company contributed \$27 and \$200 to Company-sponsored pension plans in the first quarter of 2010 and 2009, respectively.

The Company contributed \$37 and \$35 to employee 401(k) retirement savings accounts in the first quarter of 2010 and 2009, respectively.

The Company also contributes to various multi-employer pension plans based on obligations arising from most of its collective bargaining agreements. These plans provide retirement benefits to participants based on their service to contributing employers. The Company recognizes expense in connection with these plans as contributions are funded.

## 5. EARNINGS PER COMMON SHARE

Net earnings attributable to The Kroger Co. per basic common share equals net earnings attributable to The Kroger Co. less income allocated to participating securities divided by the weighted average number of common shares outstanding. Net earnings attributable to The Kroger Co. per diluted common share equals net earnings attributable to The Kroger Co. less income allocated to participating securities divided by the weighted average number of common shares outstanding, after giving effect to dilutive stock options. The following table provides a reconciliation of net earnings attributable to The Kroger Co. and shares used in calculating net earnings attributable to The Kroger Co. per basic common share to those used in calculating net earnings attributable to The Kroger Co. per diluted common share:

	First Quarter Ended May 22, 2010			First Quarter Ended May 23, 2009		
	Earnings (Numerator)	Shares (Denominator)	Per Share Amount	Earnings (Numerator)	Shares (Denominator)	Per Share Amount
Net earnings attributable to The Kroger Co. per basic common share	\$ 371	641	\$ 0.58	\$ 432	648	\$ 0.67
Dilutive effect of stock options		4			3	
Net earnings attributable to The Kroger Co. per diluted common share	\$ 371	645	\$ 0.58	\$ 432	651	\$ 0.66

The Company had undistributed and distributed earnings to participating securities totaling \$3 in both the first quarters of 2010 and 2009.

The Company had options outstanding for approximately 19 and 21 shares during the first quarter of 2010 and 2009, respectively, that were excluded from the computations of earnings per diluted common share because their inclusion would have had an anti-dilutive effect on earnings per share.

## 6. RECENTLY ADOPTED ACCOUNTING STANDARDS

In January 2010, the Financial Accounting Standards Board ( FASB ) amended its standards related to fair value measurements and disclosures, which are effective for interim and annual fiscal periods beginning after December 15, 2009, except for disclosures about certain Level 3 activity that will not become effective until interim and annual periods beginning after December 15, 2010. The new standard requires the Company to disclose transfers in and out of Level 1 and Level 2 fair value measurements and describe the reasons for the transfers as well as activity in Level 3 fair value measurements. The new standard also requires a more detailed level of disaggregation of the assets and liabilities being measured as well as increased disclosures regarding inputs and valuation techniques of the fair value measurements. See Note 9 to the Consolidated Financial Statements for the Company's fair value measurements and disclosures.

In June 2009, the FASB amended its existing standards related to the consolidation of VIEs, which was effective for interim and annual fiscal periods beginning after November 15, 2009. The new standard requires an entity to analyze whether its variable interests give it a controlling financial interest of a VIE and outlines what defines a primary beneficiary. The new standard amends GAAP by: (a) changing certain rules for determining whether an entity is a VIE; (b) replacing the quantitative approach previously required for determining the primary beneficiary with a more qualitative approach; and (c) requiring entities to continuously analyze whether they are the primary beneficiary of a VIE, among other amendments. The new standard also requires enhanced disclosures regarding an entity's involvement in a VIE. The adoption of these new

standards did not have a material effect on the Company's Consolidated Financial Statements.



## 7. GUARANTOR SUBSIDIARIES

The Company's outstanding public debt (the "Guaranteed Notes") is jointly and severally, fully and unconditionally guaranteed by The Kroger Co. and some of its subsidiaries (the "Guarantor Subsidiaries"). At May 22, 2010, a total of approximately \$6,808 of Guaranteed Notes was outstanding. The Guarantor Subsidiaries and non-guarantor subsidiaries are wholly-owned subsidiaries of The Kroger Co. Separate financial statements of The Kroger Co. and each of the Guarantor Subsidiaries are not presented because the guarantees are full and unconditional and the Guarantor Subsidiaries are jointly and severally liable. The Company believes that separate financial statements and other disclosures concerning the Guarantor Subsidiaries would not be material to investors.

The non-guaranteeing subsidiaries represent less than 3% on an individual and aggregate basis of consolidated assets, pre-tax earnings, cash flow, and equity. Therefore, the non-guarantor subsidiaries' information is not separately presented in the tables below.

There are no current restrictions on the ability of the Guarantor Subsidiaries to make payments under the guarantees referred to above, except, however, the obligations of each guarantor under its guarantee are limited to the maximum amount as will result in obligations of such guarantor under its guarantee not constituting a fraudulent conveyance or fraudulent transfer for purposes of Bankruptcy Law, the Uniform Fraudulent Conveyance Act, the Uniform Fraudulent Transfer Act, or any similar Federal or state law (e.g., adequate capital to pay dividends under corporate laws).

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The following tables present summarized financial information as of May 22, 2010 and January 30, 2010 and for the first quarter ended May 22, 2010 and May 23, 2009:

**Condensed Consolidating**

**Balance Sheets**

**As of May 22, 2010**

	<b>The Kroger Co.</b>	<b>Guarantor Subsidiaries</b>	<b>Eliminations</b>	<b>Consolidated</b>
<b>Current assets</b>				
Cash and temporary cash investments	\$ 25	\$ 577	\$	\$ 602
Deposits in-transit	71	604		675
Receivables	2,172	655	(1,999)	828
Net inventories	505	4,267		4,772
Prepaid and other current assets	98	207		305
<b>Total current assets</b>	<b>2,871</b>	<b>6,310</b>	<b>(1,999)</b>	<b>7,182</b>
Property, plant and equipment, net	1,835	12,141		13,976
Goodwill	5	1,153		1,158
Other assets	870	1,801	(2,106)	565
Investment in and advances to subsidiaries	9,864		(9,864)	
<b>Total assets</b>	<b>\$ 15,445</b>	<b>\$ 21,405</b>	<b>\$ (13,969)</b>	<b>\$ 22,881</b>
<b>Current liabilities</b>				
Current portion of long-term debt including obligations under capital leases and financing obligations	\$ 528	\$	\$	\$ 528
Trade accounts payable	364	3,599		3,963
Other current liabilities	875	6,540	(4,105)	3,310
<b>Total current liabilities</b>	<b>1,767</b>	<b>10,139</b>	<b>(4,105)</b>	<b>7,801</b>
<b>Long-term debt including obligations under capital leases and financing obligations</b>				
Face value of long-term debt including obligations under capital leases and financing obligations	6,936			6,936
Adjustment to reflect fair value interest rate hedges	61			61
Long-term debt including obligations under capital leases and financing obligations	6,997			6,997
Other long-term liabilities	1,575	1,402		2,977
<b>Total liabilities</b>	<b>10,339</b>	<b>11,541</b>	<b>(4,105)</b>	<b>17,775</b>
Shareowners Equity	5,106	9,864	(9,864)	5,106
<b>Total liabilities and equity</b>	<b>\$ 15,445</b>	<b>\$ 21,405</b>	<b>\$ (13,969)</b>	<b>\$ 22,881</b>



## Condensed Consolidating

## Balance Sheets

As of January 30, 2010

	The Kroger Co.	Guarantor Subsidiaries	Eliminations	Consolidated
<b>Current assets</b>				
Cash and temporary cash investments	\$ 29	\$ 395	\$	\$ 424
Deposits in-transit	76	578		654
Receivables	2,173	734	(1,998)	909
Net inventories	460	4,475		4,935
Prepaid and other current assets	405	156		561
<b>Total current assets</b>	<b>3,143</b>	<b>6,338</b>	<b>(1,998)</b>	<b>7,483</b>
Property, plant and equipment, net	1,823	12,106		13,929
Goodwill	5	1,153		1,158
Other assets	814	1,771	(2,029)	556
Investment in and advances to subsidiaries	10,019		(10,019)	
<b>Total assets</b>	<b>\$ 15,804</b>	<b>\$ 21,368</b>	<b>\$ (14,046)</b>	<b>\$ 23,126</b>
<b>Current liabilities</b>				
Current portion of long-term debt including obligations under capital leases and financing obligations	\$ 579	\$	\$	\$ 579
Trade accounts payable	372	3,518		3,890
Other current liabilities	1,135	6,150	(4,027)	3,258
<b>Total current liabilities</b>	<b>2,086</b>	<b>9,668</b>	<b>(4,027)</b>	<b>7,727</b>
<b>Long-term debt including obligations under capital leases and financing obligations</b>				
Face value of long-term debt including obligations under capital leases and financing obligations	7,420			7,420
Adjustment to reflect fair value interest rate hedges	57			57
Long-term debt including obligations under capital leases and financing obligations	7,477			7,477
Other long-term liabilities	1,315	1,681		2,996
<b>Total liabilities</b>	<b>10,878</b>	<b>11,349</b>	<b>(4,027)</b>	<b>18,200</b>
Shareowners Equity	4,926	10,019	(10,019)	4,926
<b>Total liabilities and equity</b>	<b>\$ 15,804</b>	<b>\$ 21,368</b>	<b>\$ (14,046)</b>	<b>\$ 23,126</b>

**Condensed Consolidating****Statements of Operations****For the Quarter Ended May 22, 2010**

	<b>The Kroger Co.</b>	<b>Guarantor Subsidiaries</b>	<b>Eliminations</b>	<b>Consolidated</b>
Sales	\$ 3,189	\$ 22,008	\$ (433)	\$ 24,764
Merchandise costs, including advertising, warehousing and transportation	2,604	16,997	(433)	19,168
Operating, general and administrative	546	3,649		4,195
Rent	36	164		200
Depreciation and amortization	60	418		478
Operating profit (loss)	(57)	780		723
Interest expense	130	2		132
Equity in earnings of subsidiaries	533		(533)	
Earnings (loss) before income tax expense	346	778	(533)	591
Income tax expense (benefit)	(28)	244		216
Net earnings (loss) including noncontrolling interests	374	534	(533)	375
Net earnings attributable to noncontrolling interests		1		1
Net earnings (loss) attributable to The Kroger Co.	\$ 374	\$ 533	\$ (533)	\$ 374

**Condensed Consolidating****Statements of Operations****For the Quarter Ended May 23, 2009**

	<b>The Kroger Co.</b>	<b>Guarantor Subsidiaries</b>	<b>Eliminations</b>	<b>Consolidated</b>
Sales	\$ 2,883	\$ 20,219	\$ (313)	\$ 22,789
Merchandise costs, including advertising, warehousing and transportation	2,325	15,254	(313)	17,266
Operating, general and administrative	513	3,513		4,026
Rent	39	161		200
Depreciation and amortization	55	398		453
Operating profit (loss)	(49)	893		844
Interest expense	162	1		163
Equity in earnings of subsidiaries	623		(623)	
Earnings (loss) before income tax expense	412	892	(623)	681
Income tax expense (benefit)	(23)	273		250
	435	619	(623)	431

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Net earnings (loss) including noncontrolling interests

Net (loss) attributable to noncontrolling interests			(4)			(4)		
Net earnings (loss) attributable to The Kroger Co.	\$	435	\$	623	\$	(623)	\$	435

**Condensed Consolidating****Statements of Cash Flows****For the Quarter Ended May 22, 2010**

	<b>The Kroger Co.</b>	<b>Guarantor Subsidiaries</b>	<b>Consolidated</b>
Net cash provided by operating activities	\$ 107	\$ 1,446	\$ 1,553
Cash flows from investing activities:			
Payments for capital expenditures, excluding acquisitions	(48)	(494)	(542)
Other	2	(4)	(2)
Net cash used by investing activities	(46)	(498)	(544)
Cash flows from financing activities:			
Dividends paid	(61)		(61)
Proceeds from issuance of long-term debt	3		3
Payments on long-term debt	(544)		(544)
Proceeds from issuance of capital stock	13		13
Treasury stock purchases	(80)		(80)
Other	(84)	(78)	(162)
Net change in advances to subsidiaries	688	(688)	
Net cash provided (used) by financing activities	(65)	(766)	(831)
Net increase (decrease) in cash	(4)	182	178
Cash:			
Beginning of year	29	395	424
End of quarter	\$ 25	\$ 577	\$ 602

## Condensed Consolidating

## Statements of Cash Flows

For the Quarter Ended May 23, 2009

	The Kroger Co.	Guarantor Subsidiaries	Consolidated
Net cash provided by operating activities	\$ 168	\$ 1,120	\$ 1,288
Cash flows from investing activities:			
Payments for capital expenditures, excluding acquisitions	(31)	(604)	(635)
Other		1	1
Net cash used by investing activities	(31)	(603)	(634)
Cash flows from financing activities:			
Dividends paid	(59)		(59)
Proceeds from issuance of long-term debt	3		3
Payments on long-term debt	(25)		(25)
Proceeds from issuance of capital stock	2		2
Treasury stock purchases	(20)		(20)
Other	(137)	(43)	(180)
Net change in advances to subsidiaries	96	(96)	
Net cash used by financing activities	(140)	(139)	(279)
Net increase (decrease) in cash	(3)	378	375
Cash:			
Beginning of year	27	236	263
End of quarter	\$ 24	\$ 614	\$ 638



## 8. COMMITMENTS AND CONTINGENCIES

The Company continuously evaluates contingencies based upon the best available evidence.

The Company believes that allowances for loss have been provided to the extent necessary and that its assessment of contingencies is reasonable. To the extent that resolution of contingencies results in amounts that vary from the Company's estimates, future earnings will be charged or credited.

The principal contingencies are described below:

*Insurance* The Company's workers' compensation risks are self-insured in certain states. In addition, other workers' compensation risks and certain levels of insured general liability risks are based on retrospective premium plans, deductible plans, and self-insured retention plans. The liability for workers' compensation risks is accounted for on a present value basis. Actual claim settlements and expenses incident thereto may differ from the provisions for loss. Property risks have been underwritten by a subsidiary and are reinsured with unrelated insurance companies. Operating divisions and subsidiaries have paid premiums, and the insurance subsidiary has provided loss allowances, based upon actuarially determined estimates.

*Litigation* On October 6, 2006, the Company petitioned the Tax Court (*In Re: Ralphs Grocery Company and Subsidiaries, formerly known as Ralphs Supermarkets, Inc., Docket No. 20364-06*) for a redetermination of deficiencies set by the Commissioner of Internal Revenue. The dispute at issue involves a 1992 transaction in which Ralphs Holding Company acquired the stock of Ralphs Grocery Company and made an election under Section 338(h)(10) of the Internal Revenue Code. The Commissioner has determined that the acquisition of the stock was not a purchase as defined by Section 338(h)(3) of the Internal Revenue Code and that the acquisition does not qualify as a purchase. The Company believes that it has strong arguments in favor of its position and believes it is more likely than not that its position will be sustained. However, due to the inherent uncertainty involved in the litigation process, there can be no assurances that the Tax Court will rule in favor of the Company. A decision on this case is expected within the next 12 months. As of May 22, 2010, an adverse decision would require a cash payment up to approximately \$496, including interest. Any accounting implications of an adverse decision in this case would be charged through the statement of operations.

On February 2, 2004, the Attorney General for the State of California filed an action in Los Angeles federal court (*California, ex rel Lockyer v. Safeway, Inc. dba Vons, a Safeway Company; Albertson's, Inc. and Ralphs Grocery Company, a division of The Kroger Co.*, United States District Court Central District of California, Case No. CV04-0687) alleging that the Mutual Strike Assistance Agreement (the Agreement) between the Company, Albertson's, Inc. and Safeway Inc. (collectively, the Retailers), which was designed to prevent the union from placing disproportionate pressure on one or more of the Retailers by picketing such Retailer(s) but not the other Retailer(s) during the labor dispute in southern California, violated Section 1 of the Sherman Act. The lawsuit seeks declarative and injunctive relief. On May 28, 2008, pursuant to a stipulation between the parties, the court entered a final judgment in favor of the defendants. As a result of the stipulation and final judgment, there are no further claims to be litigated at the trial court level. The Attorney General has appealed a trial court ruling to the Ninth Circuit Court of Appeals and the defendants are appealing a separate ruling. Although this lawsuit is subject to uncertainties inherent in the litigation process, based on the information presently available to the Company, management does not expect that the ultimate resolution of this action will have a material adverse effect on the Company's financial condition, results of operations or cash flows.

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Various claims and lawsuits arising in the normal course of business, including suits charging violations of certain antitrust, wage and hour, or civil rights laws, are pending against the Company. Some of these suits purport or have been determined to be class actions and/or seek substantial damages. Any damages that may be awarded in antitrust cases will be automatically trebled. Although it is not possible at this time to evaluate the merits of all of these claims and lawsuits, nor their likelihood of success, the Company is of the belief that any resulting liability will not have a material adverse effect on the Company's financial position, results of operations, or cash flows.

The Company continually evaluates its exposure to loss contingencies arising from pending or threatened litigation and believes it has made provisions where it is reasonably possible to estimate and where an adverse outcome is probable. Nonetheless, assessing and predicting the outcomes of these matters involve substantial uncertainties. It remains possible that despite management's current belief, material differences in actual outcomes or changes in management's evaluation or predictions could arise that could have a material adverse effect on the Company's financial condition, results of operations, or cash flows.

*Assignments* The Company is contingently liable for leases that have been assigned to various third parties in connection with facility closings and dispositions. The Company could be required to satisfy the obligations under the leases if any of the assignees is unable to fulfill its lease obligations. Due to the wide distribution of the Company's assignments among third parties, and various other remedies available, the Company believes the likelihood that it will be required to assume a material amount of these obligations is remote.

*Benefit Plans* The Company administers certain non-contributory defined benefit retirement plans and contributory defined contribution retirement plans for substantially all non-union employees and some union-represented employees as determined by the terms and conditions of collective bargaining agreements. Funding for the defined benefit pension plans is based on a review of the specific requirements, and an evaluation of the assets and liabilities, of each plan. Funding for the Company's matching and automatic contributions under the defined contribution plans is based on years of service, plan compensation, and amount of contributions by participants.

In addition to providing pension benefits, the Company provides certain health care benefits for retired employees. Funding for the retiree health care benefits occurs as claims or premiums are paid.

The determination of the obligation and expense for the Company's defined benefit retirement pension plan and other post-retirement benefits is dependent on the Company's selection of assumptions used by actuaries in calculating those amounts. Those assumptions are described in the Company's 2009 Annual Report on Form 10-K and include, among other things, the discount rate, the expected long-term rate of return on plan assets, and the rates of increase in compensation and health care costs. Actual results that differ from the assumptions are accumulated and amortized over future periods and, therefore, generally affect the recognized expense and recorded obligation in such future periods. While the Company believes that the assumptions are appropriate, significant differences in actual experience or significant changes in assumptions may materially affect the pension and other post-retirement obligations and future expense.

The Company contributed \$27 to its Company-sponsored defined benefit pension plans in the first quarter of 2010. The Company expects these contributions will reduce its minimum required contributions in future years. Among other things, investment performance of plan assets, the interest rates required to be used to calculate pension obligations and future changes in legislation will determine the amounts of any additional contributions. In addition, the Company expects our cash contributions and expense to the 401(k) Retirement Savings Account Plan from automatic and matching contributions to participants to increase slightly in 2010, compared to 2009.

The Company also contributes to various multi-employer pension plans based on obligations arising from most of its collective bargaining agreements. These plans provide retirement benefits to participants based on their service to contributing employers. The benefits are paid from assets held in trust for that purpose. Trustees are appointed in equal number by employers and unions. The trustees typically are responsible for determining the level of benefits to be provided to participants as well as for such matters as the investment of the assets and the administration of the plans.

Based on the most recent information available to it, the Company believes that the present value of actuarial accrued liabilities in most or all of these multi-employer plans exceeds the value of the assets held in trust to pay benefits. Because the Company is one of a number of employers contributing to these plans, it is difficult to ascertain what the Company's share of the underfunding would be, although we anticipate the Company's contributions to these plans will increase each year. The Company believes that funding levels have not changed significantly since year end. As a result, the Company expects meaningful increases in expense as a result of increases in multi-employer pension plan contributions over the next five years, to reduce this underfunding. Moreover, if the Company were to exit certain markets or otherwise cease making contributions to these funds, the Company could trigger a substantial withdrawal liability. Any adjustment for withdrawal liability will be recorded when it is probable that a liability exists and can be reasonably determined.



**9. FAIR VALUE MEASUREMENTS AND DERIVATIVE FINANCIAL INSTRUMENTS**

The Company has certain derivative and financial instruments recorded at fair value, which primarily relate to fair value hedges on fixed to floating interest rate swaps on certain debt. These instruments have not materially changed in fair value since disclosure in the Annual Report on Form 10-K of The Kroger Co. for the fiscal year ended January 30, 2010.

**Fair Value of Other Financial Instruments**

*Current and Long-term Debt*

The fair value of the Company's long-term debt, including current maturities, was estimated based on the quoted market price for the same or similar issues adjusted for illiquidity based on available market evidence. If quoted market prices were not available, the fair value was based on the net present value of the future cash flows using the forward interest rate yield curve in effect at May 22, 2010, and January 30, 2010. At May 22, 2010, the fair value of total debt was \$7,919 compared to a carrying value of \$7,045. At January 30, 2010, the fair value of total debt was \$8,283 compared to a carrying value of \$7,576.

*Cash and Temporary Cash Investments, Store Deposits In-Transit, Receivables, Prepaid and Other Current Assets, Accounts Payable, Accrued Salaries and Wages and Other Current Liabilities*

The carrying amounts of these items approximated fair value.

*Long-term Investments*

The fair values of these investments were estimated based on quoted market prices for those or similar investments, or estimated cash flows, if appropriate. At May 22, 2010, and January 30, 2010, the carrying and fair value of long-term investments for which fair value is determinable was \$76 and \$68, respectively.

**10. INVESTMENT IN VARIABLE INTEREST ENTITY**

In February 2010, the Company purchased the remaining interest of The Little Clinic LLC for \$86. Since The Little Clinic LLC was consolidated as a VIE prior to the February 2010 purchase, the Company recorded the additional investment as an equity transaction. Accordingly, no gain or loss was recorded on the additional investment. As of the purchase date, the Company will continue to consolidate The Little Clinic LLC as a wholly-owned subsidiary.



**Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations.**

The following analysis should be read in conjunction with the Consolidated Financial Statements.

**OVERVIEW**

First quarter 2010 total sales were \$24.8 billion compared with \$22.8 billion for the same period of 2009. This increase was attributable to identical supermarket sales increases, higher average retail fuel prices, increased fuel gallon sales, and an overall estimated increase in product cost inflation, excluding fuel. This estimated increase in product cost inflation, excluding fuel, includes significant deflation in the grocery department, excluding fluid milk. The average price for a gallon of fuel sold at our fuel stations was 39% higher in the first quarter of 2010 compared to the first quarter of 2009. Identical supermarket sales without fuel increased 2.4% in the first quarter of 2010. These strong identical results were achieved while striking a better balance on margin investments. Each one of our eighteen supermarket divisions had positive identical sales growth. This continues our trend of positive identical sales growth that is among the strongest in the industry. Our Customer 1st strategy continues to deliver solid results.

For the first quarter of 2010, net earnings totaled \$374 million, or \$0.58 per diluted share, compared to \$435 million, or \$0.66 per diluted share for the same period of 2009. The results for the first quarter of 2009 benefited from favorable commodity costs. This unfavorable comparison in the first quarter of 2010 was offset by improved profits from our retail fuel operations. In the first quarter of 2010, our retail fuel operations improved by approximately \$0.04 per diluted share compared to the first quarter of 2009.

Based on our first quarter 2010 results and better balance on margin investments, we confirm our 2010 fiscal year guidance established at the end of 2009. We are striving to achieve results in the upper half of the earnings guidance range, and our incentive compensation plan reflects this objective. However, the operating environment remains uncertain, and we believe several factors such as inflation or deflation in product and operating costs, the competitive environment, fluctuating fuel margins, and the inconsistency of the economic recovery will continue to influence our sales and earnings performance throughout the year. Please refer to the Outlook section for more information on this guidance.

**RESULTS OF OPERATIONS**

*Net Earnings*

Net earnings totaled \$374 million for the first quarter of 2010, a decrease of 14.0% from net earnings of \$435 million for the first quarter of 2009. The decrease in our net earnings resulted from decreased operating profit, which primarily resulted from decreased FIFO gross margins from non-fuel sales, partially offset by higher retail fuel margins and decreases in LIFO, interest, and income tax expenses. FIFO gross margins in the first quarter of 2010, excluding fuel, compared to the first quarter of 2009, decreased primarily due to continued investments in lower prices for our customers.

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Our net income produced earnings of \$0.58 per diluted share for the first quarter of 2010, which represents a decrease of 12.1% over net earnings of \$0.66 per diluted share for the first quarter of 2009. Earnings per share declined due to decreases in net earnings, partially offset by the repurchase of thirteen million shares of our common stock over the past four quarters.



## Sales

**Total Sales**

(\$ in millions)

	First Quarter			
	2010	Percentage Increase	2009	Percentage Increase (Decrease)
Total supermarket sales without fuel	\$ 20,604	3.1%	\$ 19,979	3.9%
Total supermarket fuel sales	2,659	63.9%	1,622	(32.9)%
Total supermarket sales	23,263	7.7%	21,601	(0.2)%
Other sales(1)	1,501	26.3%	1,188	(20.6)%
Total sales	\$ 24,764	8.7%	\$ 22,789	(1.5)%

(1) Other sales primarily relate to sales by convenience stores, including fuel; jewelry stores; manufacturing plants to outside customers; variable interest entities; and other wholly-owned entities.

The change in our total sales for the first quarter of 2010, compared to the first quarter of 2009, was primarily the result of identical supermarket sales increases, higher average retail fuel prices, increased fuel gallon sales, and inflation in some product costs. Identical supermarket sales, excluding fuel, increased primarily due to increased transaction count, as well as increases in average transaction size and inflation in some product costs.

We define a supermarket as identical when it has been in operation without expansion or relocation for five full quarters. Fuel center discounts received at our fuel centers and earned based on in-store purchases are included in all of the supermarket identical sales results calculations illustrated below. Differences between total supermarket sales and identical supermarket sales primarily relate to changes in supermarket square footage. Identical supermarket sales include all sales at identical Fred Meyer multi-department stores. Our identical supermarket sales results are summarized in the table below. We used the identical supermarket dollar figures presented to calculate first quarter 2010 percent changes.

**Identical Supermarket Sales**

(\$ in millions)

	First Quarter			
	2010	2009	2010	2009
Including fuel centers	\$ 22,319	\$ 20,891		
Excluding fuel centers	\$ 19,782	\$ 19,309		
Including fuel centers			6.8%	(1.1)%

Excluding fuel centers	2.4%	3.1%
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We define a supermarket as comparable when it has been in operation for five full quarters, including expansions and relocations. As is the case for identical supermarket sales, fuel center discounts received at our fuel centers and earned based on in-store purchases are included in all of the supermarket comparable sales results calculations illustrated below. Comparable supermarket sales include all sales at comparable Fred Meyer multi-department stores. Our comparable supermarket sales results are summarized in the table below. We used the comparable supermarket dollar figures presented to calculate first quarter 2010 percent changes.

### Comparable Supermarket Sales

(\$ in millions)

	First Quarter	
	2010	2009
Including fuel centers	\$ 22,990	\$ 21,463
Excluding fuel centers	\$ 20,376	\$ 19,845
Including fuel centers	7.1%	(0.8)%
Excluding fuel centers	2.7%	3.4%

### *FIFO Gross Margin*

We calculate First-In, First-Out ( FIFO ) Gross Margin as sales minus merchandise costs, including advertising, warehousing, and transportation, but excluding the Last-In, First-Out ( LIFO ) charge. Merchandise costs exclude depreciation and rent expense. FIFO gross margin is an important measure used by management to evaluate merchandising and operational effectiveness.

Our FIFO gross margin rate was 22.66% for the first quarter of 2010, as compared to 24.34% for the first quarter of 2009. Retail fuel sales lower our FIFO gross margin rate due to the very low FIFO gross margin on retail fuel sales as compared to non-fuel sales. Excluding the effect of retail fuel operations, our first quarter 2010 FIFO gross margin rate decreased 77 basis points, as a percentage of sales, compared to the first quarter of 2009. This decrease resulted primarily from continued investments in lower prices for our customers in the first quarter of 2010 compared to the first quarter of 2009.

### *Operating, General and Administrative Expenses*

Operating, general and administrative ( OG&A ) expenses consist primarily of employee-related costs such as wages, health care benefit costs and retirement plan costs, utilities, and credit card fees. Rent expense, depreciation and amortization expense, and interest expense are not included in OG&A.

OG&A expenses, as a percentage of sales, decreased 72 basis points to 16.95% for the first quarter of 2010 from 17.67% for the first quarter of 2009, primarily because our sales increased in large part due to higher average retail fuel prices. Retail fuel sales lower our OG&A rate due to the very low OG&A rate, as a percentage of sales, of retail fuel sales compared to non-fuel sales. OG&A expenses, as a percentage of sales excluding fuel, increased 13 basis points in the first quarter of 2010, compared to the first quarter of 2009. This increase in our OG&A rate, as a percentage of sales excluding the effect of fuel, resulted primarily from increased health care and pension costs, and credit cards fees, offset partially by the benefit of increased supermarket sales, lower utility costs, and the benefit from productivity improvements.

### *Rent Expense*

Rent expense was \$200 million in both the first quarters of 2010 and 2009. Rent expense, as a percentage of sales, was 0.81% in the first quarter of 2010, compared to 0.88% in the first quarter of 2009. Rent expense, as a percentage of sales excluding fuel, decreased three basis points in the first quarter of 2010 compared to the first quarter of 2009. The decrease in rent expense, as a percentage of sales excluding fuel, reflects our continued emphasis on owning rather than leasing, whenever possible, and the benefit of increased supermarket sales.

### *Depreciation Expense*

Depreciation expense was \$478 million, or 1.93% of total sales, for the first quarter of 2010 compared to \$453 million, or 1.99% of total sales, for the first quarter of 2009. The increase in depreciation expense, in total dollars, was the result of additional depreciation on capital expenditures, including acquisitions and lease buyouts, of \$2.2 billion during the last rolling four quarter period ending with the first quarter of

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2010. The decrease in our depreciation and amortization expense for the first quarter of 2010, compared to the first quarter of 2009, as a percentage of sales, is primarily due to the benefit of increased supermarket sales and higher average retail fuel prices. Excluding the effect of retail fuel operations, depreciation, as a percentage of sales, increased three basis point in the first quarter of 2010, compared to the same period of 2009.

### *Interest Expense*

Net interest expense was \$132 million, or 0.53% of total sales, for the first quarter of 2010 compared to \$163 million, or 0.71% of total sales, for the first quarter of 2009. The decrease in net interest expense for the first quarter of 2010, when compared to the first quarter of 2009, resulted primarily from a \$388 million decrease in total debt at May 22, 2010, compared to May 23, 2009, a lower weighted average interest rate, and an increase in our benefit from interest rate swaps.

### *Income Taxes*

Our effective income tax rate was 36.5% for the first quarter of 2010 and 36.7% for the first quarter of 2009. The 2010 and 2009 effective income tax rates differed from the federal statutory rate primarily due to the effect of state income taxes.

## LIQUIDITY AND CAPITAL RESOURCES

### *Cash Flow Information*

#### Net cash provided by operating activities

We generated \$1.6 billion of cash from operating activities during the first quarter of 2010, compared to \$1.3 billion in the first quarter of 2009. The cash provided by operating activities came from net earnings including noncontrolling interests, adjusted for non-cash expenses. In addition, an improvement in working capital provided cash of \$662 million in the first quarter of 2010 and \$484 million in the first quarter of 2009. The 2010 improvement in the working capital over 2009 was primarily the result of a larger decrease in inventories and prepaid assets offset by a smaller decline in trade accounts payable. Prepaid expenses decreased significantly from year end in both first quarters of 2009 and 2010, reflecting a decrease in the prepayment balance of some employee benefits at year end. We contributed \$27 million in the first quarter of 2010, and \$200 million in the first quarter of 2009, to Kroger-sponsored pension plans.

#### Net cash used by investing activities

We used \$544 million of cash for investing activities during the first quarter of 2010 compared to \$634 million during the first quarter of 2009. The amount of cash used for investing activities decreased in the first quarter of 2010 versus 2009, due to decreased payments for capital expenditures.

#### Net cash used by financing activities

We used \$831 million of cash for financing activities in the first quarter of 2010 compared to \$279 million in the first quarter of 2009. The increase in the amount of cash used for financing activities for the first quarter of 2010, compared to the first quarter of 2009, was primarily related to the increase in payments on long-term debt (see footnote 2), treasury stock purchases, and our investment in the remaining interest of a variable interest entity, offset partially by decreased payments on our credit facility. Proceeds from the issuance of common stock resulted from exercises of employee stock options.

### *Debt Management*

As of May 22, 2010, we maintained a committed \$2.5 billion, five-year revolving credit facility that, unless extended, terminates on November 15, 2011. Outstanding borrowings under the credit agreement and commercial paper borrowings, and some outstanding letters of credit, reduce funds available under the credit agreement. In addition to the credit agreement, we maintained three uncommitted money market lines totaling \$100 million in the aggregate. The money market lines allow us to borrow from banks at mutually agreed upon rates, usually at rates below the rates offered under the credit agreement. As of May 22, 2010, we did not have any borrowings under the credit facility, money market lines, or outstanding commercial paper. The outstanding letters of credit that reduced the funds available under our credit agreement totaled \$315 million as of May 22, 2010.

Our bank credit facility and the indentures underlying our publicly issued debt contain various restrictive covenants. As of May 22, 2010, we were in compliance with these financial covenants. Furthermore, management believes it is not reasonably likely that Kroger will fail to comply with these financial covenants in the foreseeable future.

Total debt, including both the current and long-term portions of capital leases and lease-financing obligations, decreased \$388 million to \$7.5 billion as of the end of the first quarter of 2010, from \$7.9 billion as of the end of the first quarter of 2009. Total debt decreased \$531 million as of the end of the first quarter of 2010, from \$8.1 billion as of year-end 2009. The decrease as of the end of the first quarter of 2010, compared to the end of the first quarter of 2009, resulted from the payment at maturity in the second quarter of 2009 of \$350 million of senior notes bearing an interest rate of 7.25% and the payment in the first quarter of 2010 of \$500 million of senior notes bearing an interest rate of 8.05%, partially offset by the issuance in the third quarter of 2009 of \$500 million of senior notes bearing an interest rate of 3.90%. As of May 22, 2010, our cash and temporary cash investments were \$602 million compared to \$424 million as of January 30, 2010.

*Common Stock Repurchase Program*

During the first quarter of 2010, we invested \$80 million to repurchase four million shares of Kroger common stock at an average price of \$21.89 per share. From the end of the first quarter of 2010 through June 23, 2010, we have invested an additional \$53 million to repurchase three million shares of Kroger common stock at an average price of \$20.23 per share. These shares were reacquired under two separate stock repurchase programs. The first is a \$1 billion repurchase program that was authorized by Kroger's Board of Directors on January 18, 2008. The second is a program that uses the cash proceeds from the exercises of stock options by participants in Kroger's stock option and long-term incentive plans as well as the associated tax benefits. On June 24, 2010, our Board of Directors authorized a new \$500 million repurchase program to replace the existing \$1 billion program, which had approximately \$225 million remaining.

**CAPITAL EXPENDITURES**

Capital expenditures, excluding acquisitions and the purchase of leased facilities, totaled \$532 million for the first quarter of 2010, compared to \$622 million for the first quarter of 2009. During the first quarter of 2010, we opened, acquired, expanded, or relocated fifteen food stores and also completed 35 within-the-wall remodels. Total food store square footage increased 1.2% from the first quarter of 2009. Excluding acquisitions and operational closings, total food store square footage increased 1.8% in the first quarter of 2010, as compared to the first quarter of 2009. Capital expenditures for the purchase of leased facilities totaled \$10 million in the first quarter of 2010, compared to \$32 million in the first quarter of 2009.

**CRITICAL ACCOUNTING POLICIES**

We have chosen accounting policies that we believe are appropriate to report accurately and fairly our operating results and financial position, and we apply those accounting policies in a consistent manner. Except as noted below, our critical accounting policies are summarized in our 2009 Annual Report on Form 10-K for the fiscal year ended January 30, 2010.

The preparation of financial statements in conformity with generally accepted accounting principles requires us to make estimates and assumptions that affect the reported amounts of assets, liabilities, revenues and expenses, and related disclosures of contingent assets and liabilities. We base our estimates on historical experience and other factors we believe to be reasonable under the circumstances, the results of which form the basis for making judgments about the carrying values of assets and liabilities that are not readily apparent from other sources. Actual results could vary from those estimates.

**RECENTLY ADOPTED ACCOUNTING STANDARDS**

In January 2010, the Financial Accounting Standards Board ( FASB ) amended its standards related to fair value measurements and disclosures, which are effective for interim and annual fiscal periods beginning after December 15, 2009, except for disclosures about certain Level 3 activity that will not become effective until interim and annual periods beginning after December 15, 2010. The new standard requires us to disclose transfers in and out of Level 1 and Level 2 fair value measurements and describe the reasons for the transfers as well as activity in Level 3 fair value measurements. The new standard also requires a more detailed level of disaggregation of the assets and liabilities being measured as well as increased disclosures regarding inputs and valuation techniques of the fair value measurements. See Note 9 to the Consolidated Financial

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Statements for our fair value measurements and disclosures.

In June 2009, the FASB amended its existing standards related to the consolidation of variable interest entities, which was effective for interim and annual fiscal periods beginning after November 15, 2009. The new standard requires an entity to analyze whether its variable interests give it a controlling financial interest of a variable interest entity and outlines what defines a primary beneficiary. The new standard amends generally accepted accounting principles by: (a) changing certain rules for determining whether an entity is a variable interest entity; (b) replacing the quantitative approach previously required for determining the primary beneficiary with a more qualitative approach; and (c) requiring entities to continuously analyze whether they are the primary beneficiary of a variable interest entity, among other amendments. The new standard also requires enhanced disclosures regarding an entity's involvement in a variable interest entity. The adoption of these new standards did not have a material effect on our Consolidated Financial Statements.



## OUTLOOK

This discussion and analysis contains certain forward-looking statements about Kroger's future performance. These statements are based on management's assumptions and beliefs in light of the information currently available. Such statements relate to, among other things: projected changes in net earnings attributable to The Kroger Co.; identical supermarket sales growth; expected product cost; expected pension plan contributions; our ability to generate operating cash flow; projected capital expenditures; square footage growth; opportunities to reduce costs; cash flow requirements; and our operating plan for the future; and are indicated by words such as comfortable, committed, will, expect, goal, should, intend, target, believe, anticipate, plan, and similar words or phrases. These forward-looking statements are subject to uncertainties and other factors that could cause actual results to differ materially.

Statements elsewhere in this report and below regarding our expectations, projections, beliefs, intentions or strategies are forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934. While we believe that the statements are accurate, uncertainties about the general economy, our labor relations, our ability to execute our plans on a timely basis and other uncertainties described below could cause actual results to differ materially.

- We expect net earnings per diluted share in the range of \$1.60-\$1.80 for 2010. In addition, our shareholder return is enhanced 1.5%-2.0% by our dividend.
- We expect identical supermarket sales growth, excluding fuel sales, of 2.0%-3.0% in 2010.
- For 2010, we will continue to focus on improving sales growth, in accordance with our Customer 1st strategy, by making investments in gross margin and customer shopping experiences. We expect to finance these investments primarily with operating cost reductions. We expect non-fuel operating margins to have a slight reduction to a slight improvement in rate in 2010, from 2009, excluding the non-cash impairment charges recorded in 2009.
- For 2010, we expect fuel margins, which can be highly volatile, to be approximately \$0.11 per gallon, and we expect continued strong growth in fuel gallons sold.
- For 2010, we expect our annualized LIFO charge to be approximately \$50 million. This forecast is based on estimated cost changes for products in our inventory.
- For fiscal year 2010, we expect interest expense to be approximately \$443 million.
- We plan to use cash flow primarily for capital investments, to maintain our current debt coverage ratios, to pay cash dividends, and to repurchase stock. As market conditions change, we re-evaluate these uses of cash flow.
- We expect to obtain sales growth from new square footage, as well as from increased productivity from existing locations.
- Capital expenditures reflect our strategy of growth through expansion, as well as focusing on productivity increases from our existing store base through remodels. In addition, we will continue our emphasis on self-development and ownership of real estate, logistics and technology improvements. The continued capital spending in technology is focused on improving store operations, logistics, manufacturing procurement, category management, merchandising and buying practices, and should reduce merchandising costs. We intend to continue using cash flow from operations to finance capital expenditure requirements. We expect capital investments for 2010 to be in the range of \$1.9-\$2.1 billion, excluding acquisitions and purchases of leased facilities. We expect total food store square footage to grow approximately 1.0%-1.5% before acquisitions and operational closings. Beginning with fiscal year 2010, we expect to reduce expenditures to fund our internal capital plans by approximately \$1 billion in total over the next three fiscal years. Our original internal capital plans projected year-over-year continued capital expenditure growth. We now expect capital expenditures to average under \$2 billion a year over the next three years.
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Based on current operating trends, we believe that cash flow from operations and other sources of liquidity, including borrowings under our commercial paper program and bank credit facility, will be adequate to meet anticipated requirements for working capital, capital expenditures, interest payments and scheduled principal payments for the foreseeable future. We also believe we have adequate coverage of our debt covenants to continue to respond effectively to competitive conditions.

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- We believe we have adequate sources of cash, if needed, under our credit agreement and other borrowing sources.
- We expect that our OG&A results will be affected by increased costs, such as higher employee benefit costs and credit card fees, offset by improved productivity from process changes and leverage gained through sales increases.
- We expect that our effective tax rate for 2010 will be approximately 37.0%.
- We expect rent expense, as a percentage of total sales and excluding closed-store activity, will decrease due to the emphasis our current strategy places on ownership of real estate.
- We believe that in 2010 there will be opportunities to reduce our operating costs in such areas as administration, productivity improvements, shrink, warehousing and transportation. We intend to invest these savings in our core business to drive profitable sales growth and offer improved value and shopping experiences for our customers.
- Although we are not required to make cash contributions to Company-sponsored defined benefit pension plans during 2010, we expect to contribute approximately \$100 million to these plans in 2010. We expect any elective contributions made during 2010 will decrease our required contributions in future years. Among other things, investment performance of plan assets, the interest rates required to be used to calculate the pension obligations, and future changes in legislation, will determine the amounts of any additional contributions. We expect 2010 expense for Company-sponsored defined benefit pension plans to be approximately \$70 million. In addition, we expect 401(k) Retirement Savings Account Plan cash contributions and expense from automatic and matching contributions to participants to increase slightly in 2010, compared to 2009.
- We expect to contribute approximately \$250 million to multi-employer pension plans in 2010, subject to collective bargaining. In addition, we expect meaningful increases in expense as a result of increases in multi-employer pension plan contributions over the next several years.
- We expect bad debt expense from the credit extended to our customers through our Company-branded credit card in 2010 to be approximately \$19 million.
- We do not anticipate additional goodwill impairments in 2010.
- We have various labor agreements that will be negotiated later in 2010, covering store employees in Albuquerque, Cincinnati, Ft. Wayne, Houston, Little Rock, Portland, Seattle, and Toledo. We will also negotiate agreements with the Teamsters for employees in California. Upon the expiration of our collective bargaining agreements, work stoppages by the affected workers could occur if we are unable to negotiate new contracts with labor unions. A prolonged work stoppage affecting a substantial number of locations could have a material adverse effect on our results. In all of these contracts, rising health care and pension costs will continue to be an important issue in negotiations.

Various uncertainties and other factors could cause us to fail to achieve our goals. These include:

- The extent to which our sources of liquidity are sufficient to meet our requirements may be affected by the state of the financial markets and the effect that such condition has on our ability to issue commercial paper at acceptable rates. Our ability to borrow under our committed lines of credit, including our bank credit facilities, could be impaired if one or more of our lenders under those lines is unwilling or unable to honor its contractual obligation to lend to us.
- Changes in market conditions could affect our cash flow.
- Our ability to achieve sales and earnings goals may be affected by: labor disputes; industry consolidation; pricing and promotional activities of existing and new competitors, including non-traditional competitors, and the aggressiveness of that competition; our response to these actions; the state of the economy, including interest rates and the inflationary and deflationary trends in certain commodities; manufacturing commodity costs; diesel fuel costs related to our logistics operations; trends in consumer spending; the extent to which our customers exercise caution in their purchasing in response to economic conditions; the inconsistent pace of the economic recovery; changes in inflation or deflation in product and operating costs; stock repurchases; and the success of our future growth plans.



- The extent to which the adjustments we are making to our strategy create value for our shareholders will depend primarily on the reaction of our customers and our competitors to these adjustments, as well as operating conditions, including inflation or deflation, increased competitive activity, and cautious spending behavior of our customers.
- Our product cost inflation could vary from our estimate due to general economic conditions, weather, availability of raw materials and ingredients in the products that we sell and their packaging, and other factors beyond our control.
- Our ability to use free cash flow to continue to maintain our debt coverage and to reward our shareholders could be affected by unanticipated increases in net total debt, our inability to generate free cash flow at the levels anticipated, and our failure to generate expected earnings.
- The timing of our recognition of LIFO expense will be affected primarily by changes in product costs during the year.
- If actual results differ significantly from anticipated future results for certain reporting units including variable interest entities, an impairment loss for any excess of the carrying value of the reporting units' goodwill over the implied fair value would have to be recognized.
- In addition to the factors identified above, our identical store sales growth could be affected by increases in Kroger private label sales, the effect of our 'sister stores' (new stores opened in close proximity to an existing store) and reductions in retail pricing.
- Our operating margins, without fuel, could decline more than expected if we are unable to pass on any cost increases, fail to deliver the cost savings contemplated or if changes in the cost of our inventory and the timing of those changes differ from our expectations.
- We could fail to realize our expected operating margin per gallon of fuel and fuel gallons sold based upon changes in the price of fuel, a change in our operating costs, or if the pattern of rapid changes in fuel costs continue.
- We have estimated our exposure to the claims and litigation arising in the normal course of business, as well as to the material litigation facing Kroger, and believe we have made provisions where it is reasonably possible to estimate and where an adverse outcome is probable. Unexpected outcomes in these matters, however, could result in an adverse effect on our earnings.
- Consolidation in the food industry is likely to continue and the effects on our business, either favorable or unfavorable, cannot be foreseen.
- Rent expense, which includes subtenant rental income, could be adversely affected by the state of the economy, increased store closure activity and future consolidation.
- Depreciation expense, which includes the amortization of assets recorded under capital leases, is computed principally using the straight-line method over the estimated useful lives of individual assets, or the remaining terms of leases. Use of the straight-line method of depreciation creates a risk that future asset write-offs or potential impairment charges related to store closings would be larger than if an accelerated method of depreciation were followed.
- Our effective tax rate may differ from the expected rate due to changes in laws, the status of pending items with various taxing authorities, and the deductibility of certain expenses.
- The actual amount of automatic and matching cash contributions to our 401(k) Retirement Savings Account Plan will depend on the number of participants, savings rate, plan compensation, and length of service of participants.
- Our contributions and recorded expense related to multi-employer pension funds could increase more than anticipated. Should asset values in these funds deteriorate, if employers withdraw from these funds without providing for their share of the liability, or should our estimates prove to be understated, our contributions could increase more rapidly than we have anticipated.
- If weakness in the financial markets continues or worsens, our contributions to Company-sponsored defined benefit pension plans could increase more than anticipated in future years.

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- Changes in laws or regulations, including changes in accounting standards, taxation requirements and environmental laws may have a material effect on our financial statements.
- Changes in the general business and economic conditions in our operating regions may affect the shopping habits of our customers, which could affect sales and earnings.
- Changes in our product mix may negatively affect certain financial indicators. For example, we continue to add supermarket fuel centers to our store base. Since gasoline generates low profit margins, we expect to see our FIFO gross profit margins decline as gasoline sales increase. Although this negatively affects our FIFO gross margin, gasoline sales provide a positive effect on OG&A expense as a percentage of sales.
- Our capital expenditures, expected square footage growth, and number of store projects completed over the next three fiscal years could differ from our estimate if we are unsuccessful in acquiring suitable sites for new stores, if development costs vary from those budgeted, if our logistics and technology projects are not completed in the time frame expected or on budget or if current operating conditions fail to improve or worsen.
- Interest expense could be adversely affected by the interest rate environment, changes in the Company's credit ratings, fluctuations in the amount of outstanding debt, decisions to incur prepayment penalties on the early redemption of debt and any factor that adversely affects our operations and results in an increase in debt.
- Impairment losses, including goodwill, could be affected by changes in our assumptions of future cash flows, market values or business valuations in the market. Our cash flow projections include several years of projected cash flows which would be affected by changes in the economic environment, real estate market values, competitive activity, inflation and customer behavior.
- Our estimated expense and obligation for Company-sponsored pension plans and other post-retirement benefits could be affected by changes in the assumptions used in calculating those amounts. These assumptions include, among others, the discount rate, the expected long-term rate of return on plan assets, average life expectancy and the rate of increases in compensation and health care costs.
- Adverse weather conditions could increase the cost our suppliers charge for their products, or may decrease the customer demand for certain products. Increases in demand for certain commodities could also increase the cost our suppliers charge for their products. Additionally, increases in the cost of inputs, such as utility costs or raw material costs, could negatively affect financial ratios and earnings.
- Although we presently operate only in the United States, civil unrest in foreign countries in which our suppliers do business may affect the prices we are charged for imported goods. If we are unable to pass on these increases to our customers, our FIFO gross margin and net earnings would suffer.
- Earnings and sales also may be affected by adverse weather conditions, particularly to the extent that hurricanes, tornadoes, floods, earthquakes, and other conditions disrupt our operations or those of our suppliers; create shortages in the availability or increases in the cost of products that we sell in our stores or materials and ingredients we use in our manufacturing facilities; or raise the cost of supplying energy to our various operations, including the cost of transportation.

We cannot fully foresee the effects of changes in economic conditions on Kroger's business. We have assumed economic and competitive situations will not change significantly for 2010.

Other factors and assumptions not identified above could also cause actual results to differ materially from those set forth in the forward-looking information. Accordingly, actual events and results may vary significantly from those included in, contemplated or implied by forward-looking statements made by us or our representatives.



**Item 3. Quantitative and Qualitative Disclosures About Market Risk.**

There have been no material changes in our exposure to market risk from the information provided in Item 7A. Quantitative and Qualitative Disclosures About Market Risk on our Form 10-K for the fiscal year ended January 30, 2010.

**Item 4. Controls and Procedures.**

The Chief Executive Officer and the Chief Financial Officer, together with a disclosure review committee appointed by the Chief Executive Officer, evaluated Kroger's disclosure controls and procedures as of the quarter ended May 22, 2010. Based on that evaluation, Kroger's Chief Executive Officer and Chief Financial Officer concluded that Kroger's disclosure controls and procedures were effective as of the end of the period covered by this report.

In connection with the evaluation described above, there was no change in Kroger's internal control over financial reporting during the quarter ended May 22, 2010, that has materially affected, or is reasonably likely to materially affect, Kroger's internal control over financial reporting.



**PART II - OTHER INFORMATION**

**Item 1. Legal Proceedings.**

Various claims and lawsuits arising in the normal course of business, including suits charging violations of certain antitrust, wage and hour, or civil rights laws, as well as product liability cases, are pending against the Company. Some of these suits purport or have been determined to be class actions and/or seek substantial damages. Any damages that may be awarded in antitrust cases will be automatically trebled. Although it is not possible at this time to evaluate the merits of all of these claims and lawsuits, nor their likelihood of success, the Company is of the belief that any resulting liability will not have a material adverse effect on the Company's financial position, results of operations, or cash flows. For a further discussion of our legal proceedings, see Note 8 to our Consolidated Financial Statements.

The Company continually evaluates its exposure to loss contingencies arising from pending or threatened litigation and believes it has made provisions where it is reasonably possible to estimate and where an adverse outcome is probable. Nonetheless, assessing and predicting the outcomes of these matters involve substantial uncertainties. It remains possible that despite management's current belief, material differences in actual outcomes or changes in management's evaluation or predictions could arise that could have a material adverse impact on the Company's financial condition, results of operations, or cash flows.

**Item 2. Unregistered Sales of Equity Securities and Use of Proceeds.**

(c)

**ISSUER PURCHASES OF EQUITY SECURITIES**

<b>Period(1)</b>	<b>Total Number of Shares Purchased</b>	<b>Average Price Paid Per Share</b>	<b>Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs(2)</b>	<b>Maximum Dollar Value of Shares that May Yet Be Purchased Under the Plans or Programs(3) (in millions)</b>
<b>First four weeks</b>				
January 31, 2010 to February 27, 2010	1,208,920	\$ 21.46	1,104,460	\$ 328
<b>Second four weeks</b>				
February 28, 2010 to March 27, 2010	620,472	\$ 21.87	620,472	\$ 316
<b>Third four weeks</b>				
March 28, 2010 to April 24, 2010	1,010,800	\$ 21.84	1,010,800	\$ 295
<b>Fourth four weeks</b>				
April 25, 2010 to May 22, 2010	950,357	\$ 22.46	950,357	\$ 278
<b>Total</b>	<b>3,790,549</b>	<b>\$ 21.88</b>	<b>3,686,089</b>	<b>\$ 278</b>

- (1) The reported periods conform to the Company's fiscal calendar composed of thirteen 28-day periods. The first quarter of 2010 contained four 28-day periods.
- (2) Shares were repurchased under (i) a \$1 billion stock repurchase program, authorized by the Board of Directors on January 18, 2008, and (ii) a program announced on December 6, 1999, to repurchase common stock to reduce dilution resulting from our employee stock option and long-term incentive plans, which program is limited to proceeds received from exercises of stock options and associated tax benefits. The programs have no expiration date but may be terminated by the Board of Directors at any time. Total shares purchased include shares that were surrendered to the Company by participants in the Company's long-term incentive plans to pay for taxes on restricted stock awards.
- (3) Amounts shown in this column reflect amounts remaining under the \$1 billion stock repurchase program referenced in clause (i) of Note 2 above. Amounts to be repurchased under the program utilizing option exercise proceeds are dependent upon option exercise activity.

**Item 6. Exhibits.**

- EXHIBIT 3.1 - Amended Articles of Incorporation.
- EXHIBIT 3.2 - The Company's regulations are hereby incorporated by reference to Exhibit 3.2 of the Company's Quarterly Report on Form 10-Q for the quarter ended May 26, 2007, filed with the SEC on July 3, 2007.
- EXHIBIT 4.1 - Instruments defining the rights of holders of long-term debt of the Company and its subsidiaries are not filed as Exhibits because the amount of debt under each instrument is less than 10% of the consolidated assets of the Company. The Company undertakes to file these instruments with the Commission upon request.
- EXHIBIT 10.11 - Five Year Credit Agreement dated as of November 15, 2006.
- EXHIBIT 31.1 - Rule 13a-14(a) / 15d-14(a) Certifications Chief Executive Officer.
- EXHIBIT 31.2 - Rule 13a-14(a) / 15d-14(a) Certifications Chief Financial Officer.
- EXHIBIT 32.1 - Section 1350 Certifications.
- EXHIBIT 99.1 - Additional Exhibits Statement of Computation of Ratio of Earnings to Fixed Charges.
- EXHIBIT 101.INS - XBRL Instance Document.
- EXHIBIT 101.SCH - XBRL Taxonomy Extension Schema Document.
- EXHIBIT 101.CAL - XBRL Taxonomy Extension Calculation Linkbase Document.
- EXHIBIT 101.DEF - XBRL Taxonomy Extension Definition Linkbase Document.
- EXHIBIT 101.LAB - XBRL Taxonomy Extension Label Linkbase Document.
- EXHIBIT 101.PRE - XBRL Taxonomy Extension Presentation Linkbase Document.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**THE KROGER CO.**

Dated: June 28, 2010

By: /s/ David B. Dillon  
David B. Dillon  
Chairman of the Board and Chief Executive Officer

Dated: June 28, 2010

By: /s/ J. Michael Schlotman  
J. Michael Schlotman  
Senior Vice President and Chief Financial Officer

**Exhibit Index**

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