

KROGER CO  
Form 5  
February 28, 2007

**FORM 5**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).  
Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person \*  
Flora Jon C  
(Last) (First) (Middle)

2. Issuer Name and Ticker or Trading Symbol  
KROGER CO [KR]

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
02/03/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Senior Vice President

6. Individual or Joint/Group Reporting  
(check applicable line)  
 Form Filed by One Reporting Person  
 Form Filed by More than One Reporting Person

1014 VINE STREET  
(Street)

CINCINNATI, OH 45202  
(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|--|--|---|
| Common Stock                    | 04/07/2006                           | Â  | S4                             | (A) or (D)<br>Amount Price<br>2,000 \$<br>(1) 19.99               | 52,234.6805<br>(2) (3)   | D  | Â   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 2270 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative | 2. Conversion | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if | 4. Transaction | 5. Number | 6. Date Exercisable and Expiration Date | 7. Title and Amount Underlying Securities |
|------------------------|---------------|--------------------------------------|-------------------------------|----------------|-----------|---|---|
|------------------------|---------------|--------------------------------------|-------------------------------|----------------|-----------|---|---|

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| Security<br>(Instr. 3)                       | or Exercise<br>Price of<br>Derivative<br>Security | any<br>(Month/Day/Year) | Code<br>(Instr. 8) | of (Month/Day/Year)   |                    |       | (Instr. 3 and 4)                    |            |                 |        |
|--|---|-------------------------|--------------------|---|--------------------|-------|-------------------------------------|------------|-----------------|--------|
|  |   |                         |                    | Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | (A)                | (D)   |                                     |            |                 |        |
|  |   |                         |                    | Date<br>Exercisable   | Expiration<br>Date | Title | Amount<br>or<br>Number<br>of Shares |            |                 |        |
| Non-Qualified<br>Performance<br>Stock Option | \$ 22.2344  | Â                       | Â                  | Â   | Â                  | Â     | Â (4)                               | 04/16/2008 | Common<br>Stock | 9,000  |
| Non-Qualified<br>Performance<br>Stock Option | \$ 27.1719  | Â                       | Â                  | Â   | Â                  | Â     | Â (5)                               | 05/27/2009 | Common<br>Stock | 9,000  |
| Non-Qualified<br>Performance<br>Stock Option | \$ 16.5938  | Â                       | Â                  | Â   | Â                  | Â     | Â (6)                               | 02/11/2010 | Common<br>Stock | 6,000  |
| Non-Qualified<br>Performance<br>Stock Option | \$ 22.995   | Â                       | Â                  | Â   | Â                  | Â     | Â (7)                               | 05/09/2012 | Common<br>Stock | 10,000 |
| Non-Qualified<br>Performance<br>Stock Option | \$ 24.43  | Â                       | Â                  | Â   | Â                  | Â     | Â (8)                               | 05/10/2011 | Common<br>Stock | 10,000 |
| Non-Qualified<br>Stock Option                | \$ 22.995   | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 05/09/2012 | Common<br>Stock | 20,000 |
| Non-Qualified<br>Stock Option                | \$ 14.925   | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 12/12/2012 | Common<br>Stock | 60,000 |
| Non-Qualified<br>Stock Option                | \$ 17.31  | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 05/06/2014 | Common<br>Stock | 30,000 |
| Non-Qualified<br>Stock Option                | \$ 18.095   | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 06/24/2014 | Common<br>Stock | 10,000 |
| Non-Qualified<br>Stock Option                | \$ 16.385   | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 05/05/2015 | Common<br>Stock | 40,000 |
| Non-Qualified<br>Stock Option                | \$ 19.94  | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 05/04/2016 | Common<br>Stock | 20,000 |
| Non-Qualified<br>Stock Option                | \$ 24.94  | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 12/07/2010 | Common<br>Stock | 10,000 |
| Non-Qualified<br>Stock Option                | \$ 24.43  | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 05/10/2011 | Common<br>Stock | 10,000 |
| Non-Qualified<br>Stock Option                | \$ 16.5938  | Â                       | Â                  | Â   | Â                  | Â     | Â (9)                               | 02/11/2010 | Common<br>Stock | 6,000  |

|                            |            |   |   |   |   |   |   |       |            |              |       |
|----------------------------|------------|---|---|---|---|---|---|-------|------------|--------------|-------|
| Non-Qualified Stock Option | \$ 27.1719 | Â | Â | Â | Â | Â | Â | Â (9) | 05/27/2009 | Common Stock | 9,000 |
| Non-Qualified Stock Option | \$ 13.44   | Â | Â | Â | Â | Â | Â | Â (9) | 05/15/2007 | Common Stock | 2,400 |
| Non-Qualified Stock Option | \$ 21.0625 | Â | Â | Â | Â | Â | Â | Â (9) | 02/20/2008 | Common Stock | 4,000 |

## Reporting Owners

| Reporting Owner Name / Address                          | Relationships |           |                         |       |
|---|---------------|-----------|-------------------------|-------|
|   | Director      | 10% Owner | Officer                 | Other |
| Flora Jon C<br>1014 VINE STREET<br>CINCINNATI, OH 45202 | Â             | Â         | Â Senior Vice President | Â     |

## Signatures

/s/ Jon C. Flora                      03/09/2007  
 \*\*Signature of                      Date  
 Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reporting person's sale of 2,000 shares on 4/7/2006 was inadvertently not reported on a prior Form 4.  
 Between January 29, 2006 and February 3, 2007, the reporting person acquired 472.9329 shares of Kroger common stock in the
- (2) Company's employee benefit plans that are deemed to be 'tax-conditioned plans' pursuant to Rule 16b-3, to the extent disclosed on reports received from plan trustees.
- (3) The total amount of securities directly owned by the reporting person includes shares in the Company's employee benefit plans that are deemed to be 'tax-conditioned plans' pursuant to Rule 16b-3, to the extent disclosed on reports received from plan trustees.  
 These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 63% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum of 13% appreciation per annum from the date of grant or 200% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (4) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 63% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum of 13% appreciation per annum from the date of grant or 200% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (5) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 75% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 15% appreciation per annum from the date of grant or 252% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (6) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved an 81% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 16% appreciation per annum from the date of grant or 280% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (7) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 55% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 13% appreciation per annum from the date of grant or 185% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (8) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 78% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 15% appreciation per annum from the date of grant or 208% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.

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- (9) These options were granted under a long-term incentive plan of The Kroger Co. and vest in equal annual installments in whole amounts over a five-year period, at the rate of 20% per year commencing one year from the date of the grant.

Note: File three copies of this Form, one of which must be manually signed. If space provided is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.