

Key Characteristics

- Completely voluntary
- No mandates or enforcement
- No capital investment
- No operational disruption
- No system or regulatory changes

Business Value & Industry Opportunity Benefits for Associates

- Reduced bending, lifting, and repetitive strain
- Faster, smoother scanning of bulky items
- Improved front-end efficiency and morale

By adding logo art to the Bar Code emblem there is additional Brand recognition



Great segway initiative for the introduction of 3D QR Code Design and implementation.



Benefits for Customers

- Easier self-checkout experience
- Less physical strain handling heavy products
- Shorter lines and improved checkout flow

• Benefits for

- Demonstrates listening to frontline associates
- Reinforces leadership in customer and associate care
- Creates a simple, scalable operational improvement
- Positions Kroger and King Soopers as industry innovators through courtesy

Pilot Opportunity — Big K® Beverages

Because Big K is a Kroger private-label brand, a pilot can launch during normal packaging reprint cycles, require no external approvals, and provide measurable checkout data. A national announcement highlighting Kroger leadership could reasonably generate a short-term goodwill driven sales lift during active press coverage. Not to mention just the value of a 10-30 second story / spot on the morning and evening news even just one time in the Nationwide Kroger Market could easily approach a half a million dollars. Not to mention the additional traffic generated by the exposure.