



Greenbrier Square Kroger Marketplace Facts at a Glance

About Kroger in Hampton Roads:

- Kroger entered the Hampton Roads MSA in 2000 with the acquisition of Hannaford Bros. stores.
- As of today, Kroger operates ten (10) stores in the Hampton Roads market.

About the Greenbrier Square Chesapeake Kroger Marketplace:

- First Marketplace in the Chesapeake area.
- The marketplace store will bring over 280 new jobs to Chesapeake.
- The fuel center is coming later this summer.
- Unique offerings include an in-store Starbucks, growler station, Pan-Asian foods, premium Boards Head made-to-order sandwiches, brick oven pizza, apparel, baby goods, toys, expansive natural foods department and other home décor items.
- Recognizing local artist through our mural program. The mural, entitled *Bridges* by Peter Geiger, is located in the café seating. *Bridges* captures the spirit of the Chesapeake.
- There is a free open-to –the-public community room that honors fallen local first responders.

Why Chesapeake?

- Chesapeake was a natural expansion of Kroger brand.
- Chesapeake has a large population that was not shopping at any of the existing Kroger stores.
- Chesapeake is a growing community with a large percentage of young families that is an appealing community that Kroger would like to service.

Philanthropy:

- Kroger is committed to helping our communities grow and prosper.
- Kroger has a commitment to environmental sustainability.
- Kroger concentrates the majority of its philanthropic efforts in four main categories: hunger relief, women's health, children/education as well as grassroots programs that are meaningful to the Hampton Roads Community.

Fuel Promotion:

- The Kroger fuel program allows customers to save up to \$1 per gallon based on their grocery spending. Each dollar equals one point. Each time a customer reaches 100 points they will receive 10 cents off a gallon.
- During select summer months, Kroger offers double fuel points when you shop on Friday, Saturday and Sunday.

Promotions:

- First 500 customers will receive "Breakfast on Kroger" during the grand opening event
- After the grand opening, Kroger will have "13 Days of Giving" offering free items to the first 20 customers in the store each day.