



Now More Than Ever, Purpose Matters

At Kroger, our Purpose is to Feed the Human Spirit, which means we are driven to do more and help make the lives of those around us better, especially during times of uncertainty.

In response to the COVID-19 pandemic, we've taken extensive measures to safeguard our associates, customers and supply chain, ensuring our stores are open, clean and stocked for our communities.

During this time, we've also held true to Our Values of integrity, honesty, diversity, inclusion, safety and respect—leading by example even when it's hard, encouraging collaboration with everyone, and ensuring our associates and customers feel valued and safe.

As an extension of our values, we decided early on to be transparent—to share what we've learned, what went well and where we could improve.

We learned a lot from others as well. Many companies and government officials have partnered with us to share valuable insights, and we learned that being proactive in our decision making helped us keep our business open safely and continue to do our part to flatten the curve.

In the same spirit, we want to share what we've learned and best practices with everyone—government leaders, retailers, restaurants, manufacturers, logistics companies, and beyond—to help others take steps **now** to develop protocols and procedures to reopen the economy safely and continue to flatten the curve.

Sharing What We've Learned: A Blueprint for Businesses

Kroger's Blueprint for Businesses is intended to be a resource for businesses of all sizes and sectors of the economy, providing recommendations, insights, best practices and [downloadable creative assets](#) to help businesses navigate the next phase of this unprecedented pandemic.

We will continue to add new information to the Blueprint in the coming days and weeks, so when the timing is right for businesses to safely reopen, we're all prepared to keep our communities safe and supported, together.

A Message from Rodney McMullen, The Kroger Co.'s Chairman & CEO