GROCERY STORE MYSTERY SHOP

2027 TEST SHOPS

INSTRUCTIONS • QUESTIONNAIRE

Visit Produce, Meat, Deli/Bakery, Dairy, Front End, and the restroom to make anonymous observations of stock levels, cleanliness, and customer service to ensure standards are being met.

Before You Begin

- Review your shop confirmation
- Know the observations to make
- Understand the purchase requirement
- Know your assigned checkout method

Don't Forget!

- Arrive after 11am and leave before 8pm
- Visit all required departments
- Make the required Produce/Meat purchase

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Shop the store at the address listed in your shop confirmation.
- Arrive between 11am-7pm on the date assigned. Do not start before 11am or finish after 8pm.
    - Complete all counter assessments by 7:30pm.
- Spend a minimum of 30 minutes in the store and complete the shop alone.
- Assess all Required Areas: Store Cleanliness and Atmosphere, Restroom, Produce, Meat, Deli/Bakery, Dairy, Checkout, Price & Promotions, Overall Service, and Trip Success.
- Pick up a copy of the Weekly Ad when you enter the store or pull it up on your phone via the Kroger app and review the Produce and Meat options on the front page.
- Select and purchase 1 Produce or Meat item from the front page of the weekly ad and get a receipt. You may purchase other items in addition to this one item if you choose.
    - If the Produce or Meat item you intended to purchase is not available, select another Produce or Meat item from the front page of the weekly ad to purchase.
- Submit your report and a clear copy of your receipt to CX Group within 12 hours of the shop.
- Retain all documentation for six (6) months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Kroger.
- NOTE: You are NOT permitted to conduct any other mystery shop or grocery order work (such as Instacart or DoorDash) at the same time you're conducting a grocery store evaluation. Your only focus must be this evaluation in the store to ensure your report can be accepted and paid.

Observation Guidance for All Departments:

- Assess all areas as a typical customer based on normal shopping behaviors and avoid overanalyzing.
- If multiple issues are observed, select the most prominent issue in your response.
- Stock-Level Definitions (Produce, Meat, Dairy, and Deli/Bakery):
  - Yes = 50%+ or more of the display having product for sale
  - N/A—Out-of-stock signage was posted (only select if signage is present)
- Stock-Level for Deli (Chicken Warmer):
  - Full = A minimum of two (2) rotisserie chicken and two (2) 8-piece chicken (baked or fried)

Out-of-Stock Signage Examples
Out-of-Stock Signage Note: Some stores are transitioning to digital shelf tags, replacing blue out-of-stock signage to digital shelf labels. Examples of these labels are pictured below:

Store Atmosphere Observations

Assess the following store conditions upon arrival and as you walk through the store. Answer Yes unless issues are noticeable, excessive, or impact the shopping experience.

- Parking Lot: No excessive dirt/marks/spills (exclude oil stains), no more than 3 areas of trash, no more than 10 loose carts in the parking lot.
- Sidewalk: No more than 3 areas of trash and no debris or excess dirt/marks/stains.
- Entrance Foyer: The foyer should have clean floors and surfaces with no more than 3 areas of trash. Shopping carts in the foyer must be free from excess dirt/marks/spills and no more than 2 carts should have debris.
- Store Appearance should be organized, inviting, and looking well-kept for customers. Store can still receive a "Yes" if one small display or section of shelf needs attention—however, store should

be free from entire aisles or department looking disorganized or not maintained.

- Store Atmosphere should be welcoming and appealing. Consider lighting, ambient music if audible, and the overall visual appeal of the store and displays.
- Interior Perimeter Floors:
  - No widespread debris (plastic cups and bottles, newspapers, etc.) in multiple areas.
  - No blocked movement or aisles due to boxes, carts, pallets, or product displays.
- Clutter-Free Aisles: No unattended boxes or pick-up carts impeding movement throughout the aisles.
- Restroom: Evaluate the restroom before completing the department assessments.
  - Answer based on issues that indicate build-up over time (e.g., heavily soiled toilets, overflowing trash cans, excessive debris, missing supplies, or buildup of dirt).
  - Toilet paper, hand soap, and paper towels or a working hand dryer should be available.

Produce Department Observations

Produce Associate Availability

- A Produce associate should be visible in the department and available to help if needed. This includes associates actively stocking or otherwise working in Produce. Walk within normal customer distance and see whether an associate is available or actively helping customers.
- If no associate is present, wait up to 5 minutes for an associate to be present and available before moving on to another department.

Produce Department Stock

- Check the overall stock levels of:
  1. Bagged Salads – all bagged salad kits, lettuce, coleslaw, etc. but not the salad bar or deli case salads
  2. Tomatoes – all loose varieties
  3. Berries – all berries in the berry case or berries on tables/displays if no berry case
  4. Bananas – all bananas

Produce Department Freshness

- Evaluate the freshness of the following products using the guiding images below:
  1. Bagged Salad Kits
  2. Non-Organic Tomatoes
  3. Non-Organic Berries
  4. Non-Organic Bananas

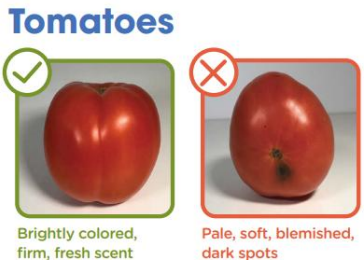
Bagged Salad Kits. Select 3 random packages to evaluate for general freshness. Do not open them. Base your evaluation on what you can see through the exterior packaging.

- Fresh bagged salad is within the sell-by date, cold to the touch, brightly colored (no rust), and free of wilting.
- Bagged salad is not fresh if it has any of the following attributes:
  - ✓ Discolored: rust colored, brown, etc.
  - ✓ Out of date/past sell-by date
  - ✓ Wilted
  - ✓ Warm to the touch

- For empty racks in the Bagged Salads section:
  - In the orange box on the right, the center empty rack is alone and required to have a tag.
  - If the item has more than one rack, only the far-left item must have an out-of-stock tag to count as properly labeled.
  - The green box on the right shows correct way to sign more than one out-of-stock item in the row.

Non-Organic Tomatoes. Select 3 random tomatoes to evaluate from all types of loose tomatoes.

- Fresh tomatoes are brightly colored, firm to the touch, and free of blemishes and dark spots.
- Tomatoes are not fresh if they have any of the following attributes:
  - ✓ Pale
  - ✓ Too soft
  - ✓ Blemished
  - ✓ Dark spots

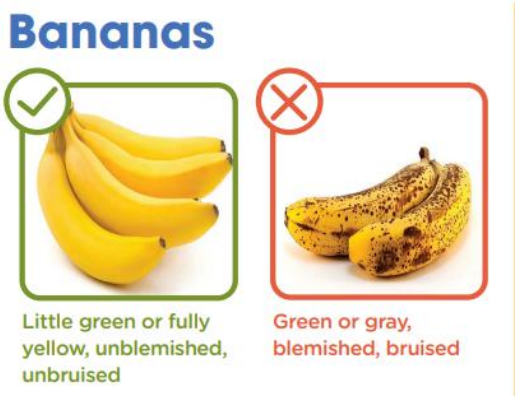


Non-Organic Berries. Look for a berry case. Select 3 random packages of berries (chosen from among strawberries, blueberries, blackberries, and raspberries) to assess general freshness.

- Fresh strawberries are bright red (with minimal pale tips or shoulders), free of blemishes, bruising, dark (black or brown) spots, shriveling, and mold. Slight white shoulders also count as fresh. Dark red strawberries are considered fresh if they are firm, have a sheen, and have no signs of bruising or decay.
- Blueberries, raspberries, and blackberries should be free from blemishes and not visibly shriveled.
- Berries are not fresh if they have any of the following attributes:
  - ✓ Wilted
  - ✓ Discolored (rusted/brown)
  - ✓ Out of date/past the sell-by date
  - ✓ Warm to the touch

Non-Organic Bananas. Evaluate the entire display for general freshness.

- Fresh bananas may be fully ripe (completely yellow) or partially ripe (50% green and yellow or yellow with green tips).
- Bananas are not fresh if more than 50% of the bananas on display have any of the following attributes:
  - ✓ Bruising
  - ✓ Blemishes
  - ✓ Excessive green or gray color



Meat Department Observations

Meat Associate Availability

- A full-service meat counter will have a display case with items a customer is unable to select on their own. A case that only contains items customers can take without assistance is not a full-service counter.
  - If there is a full-service meat counter, evaluate the associate behind the counter.
  - If there is no full-service meat counter, evaluate any associate working in the Meat area.
  - An associate should be in the Meat department to assist customers with questions or with finding an item (look for an associate wearing the Kroger uniform + name badge).
  - If no associate is present, wait up to 5 minutes for an associate to be present and available before moving on to another department.

Meat Department Cleanliness

- Look for debris, buildup/grime, leakage/spills, or peeling paint or rust on the self-serve shelves and any unpleasant odor in the department.
- Check the cleanliness of the meat service case at the full-service counter. Look for smudges on the glass, visible grime/buildup, dirty or old signage, and any unpleasant odor.

Self-service shelves in the Meat department

Meat service case at the full-service counter

Meat Department Stock

- Check the overall stock level of the following sections:
  1. Meat service case at the full-service counter (all unpackaged meat in the case; evaluate the case as a whole, not any specific items)
  2. Chicken breast on the self-service shelves (prepackaged)
  3. Ground beef on the self-service shelves (prepackaged)
  4. Beef steaks and roasts on the self-service shelves (prepackaged)
- Stock-level requirements:
  - Yes = 50%+ or more of the display having product for sale
  - No = Less than half of the display having product for sale

  NOTE: Meat service cases do not utilize out-of-stock signage.

Meat Department Freshness

- Evaluate the freshness of the following products using the guiding images below:
  1. Meat service case at the full-service counter (all unpackaged meat in the case)
  2. Chicken breast on the self-service shelves (prepackaged, brands will vary by store)
  3. Ground beef on the self-service shelves (prepackaged)
  4. Beef steaks and roasts on the self-service shelves (prepackaged).

Meat Service Case. Check the unpackaged meat in the full-service counter for general freshness.

- Products are not fresh if any of the following attributes are present:
  - ✓ Dry meat
  - ✓ Discolored meat
  - ✓ Excessive purging of liquids or spills visible on shelves

Chicken Breast. Evaluate 3 random packages of chicken breast from the self-service cases/shelves.

- Chicken breast is not fresh if any of the following attributes are present:
  - ✓ Packages out of date/expired
  - ✓ Packages leaking
  - ✓ Packages warm to the touch
  - ✓ Packages frozen or partially frozen

Ground Beef. Evaluate 3 random packages from the self-service cases/shelves.

- Ground beef is not fresh if any of the following attributes are present:
  - ✓ Packages out of date/expired
  - ✓ Packages leaking/excess liquid in package
  - ✓ Meat is gray or pale in color

Beef Steaks and Roasts. Evaluate 3 random packages from the self-service cases/shelves.

- Beef steaks and roasts are not fresh if any of the following attributes are present:
  - ✓ Packages out of date/expired
  - ✓ Packages leaking
  - ✓ Packages are not intact
  - ✓ Meat is gray or brown in color

Dairy Department Observations

Dairy Department Cleanliness

- Look for any of the following cleanliness issues in the refrigerated milk case:
  - ✓ Crusted milk/buildup present
  - ✓ Debris on shelving or floor of case
  - ✓ Dirty or smudged glass doors
  - ✓ Sour milk smell
- Look for any of the following cleanliness issues in the egg and yogurt cases:
  - ✓ Buildup/grime present
  - ✓ Debris on shelving or floor of case

Milk case

Egg case

Yogurt

Dairy Department Stock

- A Yes for Stock = 50% or more of the display having product for sale
- A No for Stock = Less than 50% of the display having product for sale
- Check the overall stock levels of the following sections:
    1. Eggs
    2. Yogurt

Dairy Department Freshness

- Select 3 random containers of store brand milk, checking a mix of sizes (gallon and half-gallon) and types (whole, 2%, 1%, skim).
    - Store brand = Kroger brand or the brand of the store you're visiting.
    - Do not evaluate any milk that is intentionally marked down in price for a quicker sale.
- Using the largest-sized stamped expiration date on the milk, count if the expiration date is 9 days or more from the current date. For example, if your shop date is Dec. 5, all milk dated Dec. 14 and later is fresh.
    - In Alaska, the requirement is 3 days or more from current date.
    - In Louisiana, Montana, and Virginia, the requirement is 6 days or more from current date.

Stamped expiration date

Deli/Bakery Department Observations

Deli/Bakery Associate Availability

- A full-service deli counter will have a display case with items for sale that a customer is unable to select on their own. A case that only contains items a customer could take without assistance is not a full-service counter.
    - If there is a full-service deli counter, evaluate the associate behind the counter.
    - If there is no full-service deli counter, evaluate any associate working in the

Full-service deli counter

Bakery/Deli area.

- An associate should be in the Deli department to assist customers with questions or with finding an item.
- If no associate is present, wait up to 5 minutes for an associate to be present and available before moving on to another department.

Deli/Bakery Department Cleanliness

- Look for any of the following cleanliness issues with the floor or in display cases:
  - ✓ Debris on floor
  - ✓ Crumbs/trash near fresh displays (artisan bread, donut case)
  - ✓ Buildup/grime/debris in chicken warmer

Deli/Bakery Department Stock & Freshness:

- Evaluate the following products for both overall stock levels and freshness:
  1. Rotisserie and 8-Piece Chicken (in the chicken warmer). NOTE: The Deli chicken warmer does not utilize out-of-stock signage.
  2. Artisan Bread Display (or cake shelf/case if the store doesn't have artisan bread)
  3. Breakfast Sweets (tables of danishes, cinnamon rolls, croissants, etc.)

Rotisserie and 8-Piece Chicken. Evaluate the stock level and freshness of the rotisserie chicken and 8-piece chicken in the warmer.

- Rotisserie and 8-piece chicken are not fresh if any of the following attributes are noticed:
  - ✓ Open or greasy packaging
  - ✓ Improper packaging (proper packaging examples at right)
  - ✓ Burnt or soggy
  - ✓ Past sell-by time (prepared no more than 4 hours earlier per the label)
- Full is at least two rotisserie chickens and two packages of 8-piece chicken available before 7pm.

8 pc Baked

8 pc fried

Classic Seasoned Chicken

Sell-by time label

Artisan Bread Display (or Cake Case/Shelves). Evaluate the stock level of all products on display.

- If the store doesn't have an artisan bread display, evaluate the cake case/shelves instead.
- A Yes for Stock = 50% or more of the display having product for sale.
- A No for Stock = Less than 50% of the display having product for sale.

Artisan bread display

Cake case/shelves

Breakfast Sweets. Evaluate the freshness and stock level of all products on display.

- Breakfast sweets are not fresh if any of the following attributes are noticed:
  - ✓ Packages out of date/expired
  - ✓ Packages not clean or intact
  - ✓ Condensation inside packages
  - ✓ Burnt or underbaked
  - ✓ Broken/smashed
  - ✓ Marked-down products on table
  - ✓ Partially frozen
- A Yes for Stock = 50% or more of the display having product for sale.
- A No for Stock = Less than 50% of the display having product for sale.

Help & Service Observations

Overall Store Service

- Answer based on the overall feel of the visit after you leave the store, even if service varied by department.
  - Empathetic and caring (engaging, friendly, not rushed)
  - Operational (polite but robotic, going through the motions)
  - Disinterested (indifferent, not engaging, distracted)
  - Poor (unhelpful, unkind, or rude)

Sales-Floor Greeting

- If associates saw you nearby on the sales floor, note whether they gave a pleasant greeting. If there were no available associates nearby, mark N/A.
- Helpfulness when asked: If you asked an associate for help, evaluate whether they were knowledgeable and able to help effectively.

Checkout Observations

Checkout Wait Time

- Use assigned checkout method listed in your shop confirmation—Full Service or Self-Checkout.
- Always check out at the front end of the store. Do not use department-specific registers.
- If you were assigned Full Service, choose a lane with both a cashier and a bagger, if possible.
- Estimate your wait time from when you enter the line or self-checkout area until the transaction begins.
- Required purchase: One front-page ad item in Produce OR Meat, up to $10 after any discounts, coupons, and tax. You may purchase as many items as you want overall but will only be reimbursed $10. Do not purchase gift cards.

Checkout Experience (Cashier + Bagger or Self-Checkout Associate)

- Welcome: Front End Cashiers should provide a pleasant greeting (e.g., "Hi," "Hello," "Welcome," or a non-verbal greeting such as a wave, smile, or nod) as you arrive at checkout.
- Helpful: Front-End Cashiers, Baggers, and Self-Checkout associates should be engaged and free from distractions. They should not converse with coworkers about anything other than work topics or customers. They should not avoid interactions with customers, use a personal device or earbuds to listen to music, or read magazines or books while in position at the register.
- Offered Thanks: At least one Front End associate should thank you, offer a friendly smile or parting statement at the end of the transaction as you depart. This can be a Cashier, Bagger, Self-Checkout associate or any other associate on your way out of the store.

Price & Promotions Observations

Front-Page Ad Item Availability & Findability

- Select one Produce or Meat item from the front page of the current ad (paper or digital version) to assess.
- The item should be in the expected department and be easy to find.
- The item should be in stock and available for purchase at the time of your visit.
- Signage should clearly identify the item as part of the ad and display accurate pricing.
- Associates may assist you if asked, but availability and clarity of signage should allow you to locate the item without assistance.

Coupons

- If you used digital and/or paper coupons during the visit, answer the coupon questions about:
    - What kind of coupons you used (digital, paper, or both)
    - How easy digital coupons were to use
    - How much digital/paper coupons improved value

Trip Success Observations

Locating Intended Items

- Assess your overall experience navigating to and locating items you intended to purchase. Note any of the following:
  - Signage was missing, confusing, or difficult to read
  - Aisles or displays had obstructed access
  - An item was not stocked in the expected location
  - An available associate was unable to direct you effectively
  - An item was difficult to locate due to low stock or poor placement
  - Evaluate based on effort required for a typical customer to find item. Minor searching within an aisle is fine, but you should not experience significant difficulty or confusion.

Customer Delight Actions

- During your visit, observe any associates who go beyond basic service expectations. Note if any of the following occur for you during the visit:
  - You were offered carryout
  - An associate proactively helped without being asked
  - An associate suggested a relevant product, promotion or idea that enhanced your trip
  - An associate removed an obstacle (such as a pallet or cart) to improve navigation
  - An associate offered to or walked you directly to an item
- Only select actions that were clearly initiated by the associate. Routine or reactive assistance (only helping when asked) should not be considered a proactive delight behavior.
- If able, please note the associate's name from their badge to include in the report.

QUESTIONNAIRE

Shop date:
Start time:
End time:

Store Atmosphere

1. **Was the parking lot clean and free from debris?**
Answer 'Yes,' unless excessive dirt/marks/spills/trash were observed in 3 or more areas or if there were more than 10 loose carts in the parking lot. If more than one issue was observed, select the No response for the most prominent issue.
[ ] Yes
[ ] No – Parking lot was not clean (excessive trash, dirt, marks, or spills were visible)
[ ] No – More than 10 loose carts were present in the parking lot

2. **Was the sidewalk clean and free from debris?**
Answer 'Yes' unless trash or debris was visible in 3 or more areas.
[ ] Yes
[ ] No – Trash (plastic cups and bottles, newspapers etc.) was scattered throughout multiple areas of the sidewalk

3. **Was the foyer clean and free from debris?**
Answer 'Yes,' unless the entrance foyer had 3 or more areas of trash or there were more than 2 carts with debris/dirt/marks/spills. If more than one issue was observed, select the No response for the most prominent issue.
[ ] Yes
[ ] No – Entrance foyer was not clean (excessive trash, dirt, marks, or spills were visible)
[ ] No – Carts in the foyer were not clean (excessive trash, dirt, marks, or spills were visible)

4. **Did the store present an organized and inviting appearance in all areas?**
Answer 'Yes' unless an entire aisle or department looked disorganized or not maintained. A single display or part of a shelf can need organization and still be given a 'Yes', as this question is to understand if the large-scale presentation of the store was well-kept and organized.
[ ] Yes
[ ] No

5. **Was the store atmosphere welcoming when you first arrived?**
Answer 'Yes' unless anything in the store felt unwelcoming with regard to lighting issues, clutter/disorganization, overall cleanliness, ambient music (if audible), and visual appeal of the displays.
[ ] Yes
[ ] No

6. **Was the interior perimeter floor clean and free of debris?**
Answer 'Yes', unless excessive trash or unattended boxes/carts/displays/pallets clearly impacted movement. Interior perimeter = the outer "ring" of the store (e.g., where Fresh departments such as Produce, Meat/Seafood, Deli/Bakery, Floral are located). It does not include center-store grocery aisles. If more than one issue was observed, select the No response for the most prominent issue.
[ ] Yes
[ ] No – Trash (plastic cups and bottles, newspapers etc.) strewn throughout multiple areas of the interior perimeter
[ ] No – Excessive amount of unattended boxes, carts, or pallets throughout the interior perimeter floor
[ ] No – Product displays impeded movement

[ ] No – Unattended pickup carts impeded movement

7. Were the center-store aisles free from clutter caused by unattended boxes and pick-up carts?

Answer 'Yes' unless clutter clearly blocked or limited movement within the aisles. Do not include perimeter Fresh departments. If more than one issue was observed, select the No response for the most prominent issue.

[ ] Yes
[ ] No – Unattended boxes for stocking shelves were present
[ ] No – Unattended pick-up carts

8. Was the restroom clean, well-stocked, and free of maintenance issues?

Answer 'Yes' unless cleanliness issues appeared built up over time or supplies were not stocked. Do not count signs of one person's recent use (e.g. within the last hour) as a No response. If the restroom was locked, being cleaned, or out of order, choose the corresponding N/A response. If more than one issue was observed, select the No response for the most prominent issue.

[ ] Yes – Restroom was clean and well stocked with no maintenance issues
[ ] Yes – Restroom was clean and well stocked but had maintenance issues
[ ] No – Restroom was not clean/well stocked and had maintenance issues
[ ] No – Restroom was not clean
[ ] No – Restroom had unpleasant odor (within store control)
[ ] No – Restroom hand soap was empty
[ ] No – Restroom toilet paper was empty
[ ] No – Restroom paper towels were empty and hand dryer was not working
[ ] N/A – Restroom was locked
[ ] N/A – Restroom was being cleaned by staff
[ ] N/A – Restroom was out of order

9. If restroom maintenance issues were observed, select all that apply:

[ ] Restroom door was not working properly
[ ] Restroom stall lock was broken or missing
[ ] Lighting was not working in one or more areas of the restroom
[ ] Walls had cracks, marks, or graffiti on them
[ ] Toilet tank cover was cracked or missing
[ ] Toilet seat was cracked or seat bracket was broken
[ ] Toilet tissue dispenser was broken
[ ] Toilet did not flush correctly
[ ] Soap dispenser had soap but was not working
[ ] Sink or faucet was not working properly
[ ] Mirror was cracked or mirror bracket needed repair
[ ] Paper towel dispenser had towels but was not working
[ ] Hand dryer was present but not working
[ ] One or more floor tiles were cracked
[ ] One or more floor tiles were missing grout
[ ] Air vent cover was missing or broken
[ ] Trash receptacle was missing or broken
[ ] Changing table was broken
[ ] Ceiling tiles were broken or missing
[ ] Floor drain emitted a foul odor
[ ] Floor drain cover was missing
[ ] Floor had standing water that would not drain out
[ ] Employees Must Wash Hands sign was not posted
[ ] Cleaning products or mop bucket were stored in the restroom
[ ] N/A

Produce

10. Was an associate available to assist if needed in Produce?

Answer 'Yes' if at least one associate was visible in or near the area and available to assist within 5 minutes. This includes associates actively stocking or otherwise available within the Produce department.

[ ] Yes
[ ] No

11. Was the packaged/bagged salad section stocked?

Only assess the packaged/bagged salads, lettuce, coleslaw, etc. (no salad bar area or deli case salads). A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

12. Were the bagged salad kits in the bagged salads section fresh?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Salads were warm to the touch
[ ] No – Wilted or discolored (rusted/brown)
[ ] N/A – Bagged salad kits were out of stock
[ ] No – Salads out of date

13. Was the non-organic tomatoes section stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] N/A – Out-of-stock signage was posted
[ ] No

14. Were the non-organic tomatoes fresh?

Answer Yes if too pale was the only issue visible. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Blemished
[ ] No – Dark spots
[ ] N/A – Non-organic tomatoes were out of stock
[ ] No – Soft/shriveled

15. Was the non-organic berry case stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

16. Were the non-organic berries fresh?

Answer Yes if too pale was the only issue visible. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Too dark/overripe
[ ] No – Blemished
[ ] N/A – Non-organic berries were out of stock
[ ] No – Shriveled

17. Was the non-organic bananas section stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

18. Were the non-organic bananas fresh?

Answer Yes if too green was the only issue. Only answer No if over 50% of the non-organic bananas had a freshness issue. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Bruising/overripe
[ ] No – Grey
[ ] N/A – Non-organic bananas were out of stock
[ ] No – Blemished

19. Were the berry cases clean and free from debris?

This question refers to the cases with raspberries, strawberries, blackberries, blueberries, etc. If more than one issue was observed, select the No response for the most prominent issue.

[ ] Yes
[ ] No – Produce debris (loose berries, leaves, etc.)
[ ] No – Non-produce debris (papers, plastic bags, etc.)
[ ] No – Sticky substance (unidentifiable non-water spill)

20. Was the Produce floor clean and free from debris?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Produce debris (onion skins, fallen grapes, etc.)
[ ] No – Non-produce debris (papers, plastic bags, etc.)
[ ] No – Excessive water on the floor
[ ] No – Sticky substance (unidentifiable non-water spill)

Meat

21. Was a Meat associate available for assistance if needed?

Answer 'Yes' if at least one associate was visible in or near the area and available to assist within 5 minutes. This includes associates actively stocking, working behind the counter, or otherwise available within the department.

[ ] Yes
[ ] No

22. Was the meat service case stocked?

A Yes for stocked is 50% or more of the display having product for sale. If the store did not have a full-service meat case, select 'N/A – No meat service case'.

[ ] Yes
[ ] No
[ ] N/A – No meat service case

23. Was the freshness standard for meat in the meat service case met?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Meat looked dry
[ ] No – Meat was discolored
[ ] No – Excess purging of liquid/spills on shelves visible
[ ] N/A – No meat service case

24. Was the meat service case clean and free from debris and unpleasant odor?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Smudges on service case glass
[ ] No – Grime/buildup visible in case
[ ] No – Unpleasant odor
[ ] No – Signage dirty/hard to read/old
[ ] N/A – No meat service case

25. Was the chicken breast on the meat shelves stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] N/A – Out-of-stock signage was posted
[ ] No

26. Was the freshness standard met for chicken breast on the meat shelves?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Packages out of date/expired
[ ] No – Packages leaking
[ ] No – Packages warm to the touch
[ ] No – Packages frozen or partially frozen
[ ] N/A – Chicken breast was out of stock

27. Was the ground beef on the meat shelves stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

28. Was the freshness standard met for ground beef on the meat shelves?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Gray/brown in color
[ ] No – Packages out of date/expired
[ ] N/A – Ground beef was out of stock
[ ] No – Packages leaking

29. Were the beef steaks and roasts on the meat shelves stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

30. Was the freshness standard met for beef steaks and roasts on the meat shelves?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Gray/brown in color
[ ] No – Packages out of date/expired
[ ] N/A – Beef steaks and roasts were out of stock
[ ] No – Packages leaking

31. Were the Meat department shelves clean and free from debris and any unpleasant odor?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Leakage/spills on shelves
[ ] No – Debris on shelves
[ ] No – Label remnants built up on shelving
[ ] No – Buildup/grime on shelves
[ ] Only rust and/or peeling paint
[ ] No – Unpleasant odor

Dairy

32. Was the date stamped on the store brand fresh milk containers 10 days or more from today?

Count ahead to the largest printed date on the milk. If that date equals today's date + 9 days or more, answer Yes.
Alaska: today's date + 3 days or more = Yes
Louisiana, Montana, and Virginia: today's date + 6 days or more = Yes

[ ] Yes
[ ] N/A – Store brand fresh milk was completely out of stock
[ ] No

33. Were the shelves inside the refrigerated case containing the store brand fresh milk varieties (gallon & half-gallon sizes) clean and free from debris and sour milk odor?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Debris was present on shelving or floors
[ ] No – Crusted milk/buildup was present
[ ] No – Glass doors were dirty/smudged
[ ] No – Sour milk odor was present

34. Were the eggs stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

35. Were the shelves containing eggs clean and free of buildup, grime, and debris?

[ ] Yes
[ ] No – Buildup/grime present
[ ] No – Debris present
[ ] No – Both buildup and debris present

36. Was the yogurt stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer N/A.

[ ] Yes
[ ] No
[ ] N/A – Out-of-stock signage was posted

37. Were the shelves containing yogurt clean and free of buildup, grime, and debris?

[ ] Yes
[ ] No – Buildup/grime present
[ ] No – Debris present
[ ] No – Both buildup and debris present

Deli/Bakery

38. Was a Deli/Bakery associate available for assistance if needed?

This includes associates actively stocking, working behind the counter, or otherwise available within the Deli department.

[ ] Yes
[ ] No

39. Was the rotisserie and 8-piece chicken in the deli chicken warmer stocked?

Yes = a minimum of two rotisserie chickens and two packages of 8-piece chicken (baked or fried) available before 7pm. After 7pm, answer 'N/A – exempt store'.

[ ] Yes
[ ] No
[ ] N/A – exempt store

40. Was the freshness standard for rotisserie chicken and 8-piece chicken met?

Assess rotisserie chicken and 8-piece chicken (baked or fried) in the warmer for freshness. Look for a 'prepared by' time of no more than 4 hours before the time of your visit, OR a Sell By time that is after the time you check the labels. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Open packaging
[ ] No – Improper packaging
[ ] No – Greasy packaging
[ ] No – Burnt
[ ] No – Soggy
[ ] No – Past sell-by time
[ ] N/A – Rotisserie and 8-piece chicken were out of stock
[ ] N/A – exempt store

41. Was the artisan bread display (or cake case if no artisan bread present) stocked?

A Yes for stocked is 50% or more of the display having product for sale. If a blue tag or digital out-of-stock sign was present for a less than full section, answer 'N/A – Out-of-stock signage was posted'.

[ ] Yes
[ ] N/A – Out-of-stock signage was posted
[ ] No
[ ] N/A – exempt store

42. Was the freshness standard for breakfast sweets met?

This refers to the table with croissants, cinnamon rolls, and pies. Assess the items on the table for freshness. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Packages out of date/expired
[ ] No – Condensation inside packages
[ ] No – Burnt
[ ] No – Underbaked
[ ] No – Broken/smashed
[ ] No – Marked-down product on table
[ ] No – Partially frozen
[ ] N/A – Breakfast sweets were out of stock

43. Was the Deli/Bakery area clean and free from debris?

If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Debris on floor
[ ] No – Crumbs/trash near fresh displays (artisan bread, donut case)
[ ] No – Buildup/grime/debris in chicken warmer

Help & Service

44. Overall, how would you describe the service provided across the store?

Service may vary by department, but answer based on how the whole store visit felt in general after you left.

[ ] Empathetic and caring (engaging, friendly, not rushed)
[ ] Operational (polite but robotic, going through the motions)
[ ] Disinterested (indifferent, not engaging, distracted)
[ ] Poor (unhelpful, unkind, or rude)

45. Did associates who saw you nearby on the sales floor provide a pleasant greeting?

[ ] Yes
[ ] No
[ ] N/A – No available associates on the sales floor

46. When you asked an associate on the sales floor for help, were they knowledgeable and able to help effectively?

[ ] Yes
[ ] No
[ ] N/A – I did not ask for help
[ ] N/A – No available associates on the sales floor

Front End

47. Select the type of checkout used:

If you used a different method than assigned, select the type you actually used.

[ ] Full-service
[ ] Self-checkout

48. What best describes your estimated wait time before your checkout transaction began?

This applies to both full-service and self-checkout transactions. Start timing when you enter the line/self-checkout zone and stop timing when your transaction begins.

[ ] 0 – 2 minutes
[ ] 2:01 – 5 minutes
[ ] 5:01+ minutes

49. Did the cashier provide a pleasant greeting?

Any greeting (verbal or non-verbal such as a smile, wave, or nod) counts for a Yes.

[ ] Yes
[ ] No
[ ] N/A – Self-checkout was used

50. Was the cashier engaged and free from distractions throughout the transaction?

Answer Yes if the cashier focused on your needs during the transaction in a way that made you feel seen and understood. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Cashier was distracted by non-work-related task (cell phone, magazine, etc.)
[ ] No – Cashier was engaged in conversation with another associate
[ ] No – Cashier was only engaged when approached and/or was not pleasant
[ ] N/A – Self-checkout was used

51. Was the bagger engaged and free from distractions throughout the transaction?

Answer Yes if the bagger focused on bagging your order and conversing with you in a way that suited your needs. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Bagger was distracted by non-work-related task (cell phone, magazine, etc.)
[ ] No – Bagger was engaged in conversation with another associate
[ ] N/A – Bagger was not available

52. Was the self-checkout associate engaged and free from distractions throughout the transaction?

Answer Yes if the associate focused on your needs and/or those of other customers in a way that suited the customer. If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Associate was distracted by non-work-related task (cell phone, magazine, etc.)
[ ] No – Associate was engaged in conversation with another associate
[ ] No – Associate was only engaged when approached and/or was not pleasant
[ ] N/A – Associate was not present in self-checkout area
[ ] N/A – Full service checkout was used

53. As you left the checkout area, did any front-end associate acknowledge you with a friendly closing (Ex: smile, thank you) or a pleasant parting statement?

Includes a verbal or nonverbal friendly closing (e.g., "thank you," farewell, smile, or wave) from any front-end associate.

[ ] Yes
[ ] No
[ ] N/A – Self-checkout associate was assisting another customer

Price & Promotions

54. Was the front-page ad item you chose easy to find and available for purchase?

Select one Produce or Meat item from the front page of the current ad (either paper or digital version). If more than one issue was noted, select the No response aligned to the most prominent issue.

[ ] Yes
[ ] No – Item was found in an unexpected location
[ ] No – Item was not in stock
[ ] No – Signage did not mark it as an ad item
[ ] No – Signage did not provide clear pricing
[ ] No – Pricing on signage did not match ad

55. Was the front-page ad item priced the same as both the signage and your receipt?

Check the Produce or Meat ad item price and compare it to the shelf/display price and the receipt price.

[ ] Yes
[ ] No – Signage price was higher than the ad price
[ ] No – Signage price was lower than the ad price
[ ] No – Receipt price was higher than the ad price
[ ] No – Receipt price was lower than the ad price
[ ] No – Both signage and receipt prices were higher than the ad price
[ ] No – Both signage and receipt prices were lower than the ad price
[ ] No – Signage price was higher and receipt price was lower than the ad price
[ ] No – Signage price was lower and receipt price was higher than the ad price
[ ] N/A – Item was not in stock or pricing was not clear

56. Did you use Kroger digital and/or paper coupons during this visit?

[ ] Yes – Digital coupons
[ ] Yes – Paper coupons
[ ] Yes – Both digital and paper coupons
[ ] No

57. How easy was it to use Kroger digital coupons through the app or website during this visit?

5 = Very easy, 1 = Very difficult

[ ] 5 – Very easy
[ ] 4 – Somewhat easy
[ ] 3 – Neither easy nor difficult
[ ] 2 – Somewhat difficult

[ ] 1 – Very difficult
[ ] N/A – I did not use digital coupons

58. How much did Kroger coupons improve the value of the products you purchased during this visit?

5 = Coupons enhanced value significantly, 1 = Coupons did not enhance value

[ ] 5 – Enhanced value significantly
[ ] 4 – Enhanced value somewhat
[ ] 3 – Neither enhanced nor reduced value
[ ] 2 – Enhanced value slightly
[ ] 1 – Did not enhance value
[ ] N/A – I did not use coupons

Trip Success

59. Were you able to get the items and assistance you needed on this visit?

[ ] Yes
[ ] No

60. Was it easy to locate the items you wanted?

[ ] Yes
[ ] No

61. If no, select what was observed:

Select all that apply.

[ ] Signage was missing, confusing, or hard to read
[ ] Aisles had obstructions
[ ] Items were not stocked in expected location
[ ] Item was low in stock/hard to find on shelf
[ ] N/A

62. Was it easy to find an associate when needed?

[ ] Yes
[ ] No

63. If no, select what was observed:

Select all that apply.

[ ] Associates were not visible to request assistance from across the store
[ ] Available associate was unable to direct me to the item
[ ] Associates were moving and could not be flagged down for assistance
[ ] N/A

64. Which of the following customer delight actions occurred during this visit?

Select all that apply.

[ ] I was offered carryout
[ ] An associate proactively offered to assist me
[ ] An associate mentioned a special price or new item that interested me
[ ] Pallets or pickup carts were moved to help me navigate
[ ] An associate offered/walked me to an item I was seeking
[ ] None of the above

65. Associate's Name:

If you were able to capture it, include the name of the associate from their name badge in order for them to be celebrated. Enter 'Unknown' if you were unable to obtain the associate's name. Enter 'N/A' if you selected 'None of the above' in Q64.

66. Based on this experience, how likely are you to recommend this store to others?

This question reflects your overall perception of the store experience. Consider your full visit, including store conditions, ease of shopping, and interactions with associates.

10 = Extremely Likely, 0 = Not at all Likely

[ ] 10
[ ] 9
[ ] 8
[ ] 7
[ ] 6
[ ] 5

[ ] 4
[ ] 3
[ ] 2
[ ] 1
[ ] 0

67. Time range for this visit:
[ ] 11:00am – 2:00pm
[ ] 2:01pm – 5:00pm
[ ] 5:01pm – 8:00pm

68. Upload a clear receipt for your purchase:

END OF QUESTIONNAIRE