



Kroger introduces COOL labeling on salad packaging

Grocer's line of fresh salads uses new technology to give more information on package.

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By David Bellm, Packaging Digest

As shoppers become more interested in the nutrition, origin and quality of the food they purchase, The Kroger Co. has teamed with HarvestMark, the leading system in food traceability, to give customers an easy way to learn more about where the produce used in Kroger salads was grown.

Fresh Selections by Kroger are quality, pre-washed ready-to-serve packaged salads available in produce departments in Kroger's family of stores. Priced from \$.99 to \$4.99, depending on the variety and the market, Kroger's Fresh Selections are the only salads with HarvestMark technology sold in the U.S. today.

Each bag carries a 16-digit code shoppers can enter at HarvestMark.com to learn more about the salad's origin, packing location, ingredients, date and time the product was packed. Customers can also offer their feedback on the product.

"Kroger continues to be a leader in offering customers innovative food safety tools and resources," said Joe Grieshaber, group vice president of Kroger's meat, seafood, deli and produce departments. Kroger's partnership with HarvestMark follows industry-leading notification systems Kroger established two years ago to notify customers of certain product recalls. Earlier this year, Kroger-owned stores launched a "Safe Grilling" campaign to remind customers about the four keys to safe grilling: Chill, Clean, Separate and Cook.

"Food safety is a top priority at Kroger. Our partnership with HarvestMark makes it easy for customers who are interested to learn more about the food they purchase for themselves and their families. Kroger is committed to helping our customers prepare safe and delicious meals for their families," Grieshaber said. "We look forward to continuing to offer our customers innovative and affordable food safety technology."