

KROGER CO  
Form 4  
October 15, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
COVERT GEOFFREY J

(Last) (First) (Middle)  
THE KROGER CO., 1014 VINE STREET  
(Street)

CINCINNATI, OH 45202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
KROGER CO [KR]

3. Date of Earliest Transaction (Month/Day/Year)  
10/11/2013

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
Senior Vice President

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock	10/11/2013		M		15,000	A	\$ 19.94 100,427.3744
Common Stock	10/11/2013		M		17,500	A	\$ 28.27 117,927.3744
Common Stock	10/11/2013		M		20,000	A	\$ 28.61 137,927.3744
Common Stock	10/11/2013		M		4,000	A	\$ 23.94 141,927.3744
Common Stock	10/11/2013		M		12,000	A	\$ 22.34 153,927.3744
	10/11/2013		M		12,000	A	\$ 20.16 165,927.3744

Edgar Filing: KROGER CO - Form 4

Common Stock							
Common Stock	10/11/2013	M	10,144	A	\$ 24.74	176,071.3744	D
Common Stock	10/11/2013	M	5,072	A	\$ 21.96	181,143.3744	D
Common Stock	10/11/2013	S	15,000	D	\$ 41.506 (1)	166,143.3744	D
Common Stock	10/11/2013	M	17,500	D	\$ 41.525 (2)	148,643.3744	D
Common Stock	10/11/2013	S	20,000	D	\$ 41.602 (3)	128,643.3744	D
Common Stock	10/11/2013	S	4,000	D	\$ 40.808 (4)	124,643.3744	D
Common Stock	10/11/2013	S	12,000	D	\$ 41.188 (5)	112,643.3744	D
Common Stock	10/11/2013	S	12,000	D	\$ 41.172 (6)	100,643.3744	D
Common Stock	10/11/2013	S	10,144	D	\$ 41.102 (7)	90,499.3744	D
Common Stock	10/11/2013	S	5,072	D	\$ 40.867 (8)	85,427.3744 (9)	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)
--	--	--------------------------------------	--	--------------------------------	--	--	---

Edgar Filing: KROGER CO - Form 4

		(Instr. 3, 4, and 5)			Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
		Code	V	(A) (D)						
Non-Qualified Stock Option	\$ 19.94			10/11/2013	M	15,000	(10)	05/04/2016	Common Stock	15,000
Non-Qualified Stock Option	\$ 28.27			10/11/2013	M	17,500	(10)	06/28/2017	Common Stock	17,500
Non-Qualified Stock Option	\$ 28.61			10/11/2013	M	20,000	(10)	06/26/2018	Common Stock	20,000
Non-Qualified Stock Option	\$ 22.34			10/11/2013	M	12,000	(10)	06/25/2019	Common Stock	12,000
Non-Qualified Stock Option	\$ 20.16			10/11/2013	M	12,000	(10)	06/24/2020	Common Stock	12,000
Non-Qualified Stock Option	\$ 23.94			10/11/2013	M	4,000	(10)	03/10/2021	Common Stock	4,000
Non-Qualified Stock Option	\$ 24.74			10/11/2013	M	10,144	(10)	06/23/2021	Common Stock	10,144
Non-Qualified Stock Option	\$ 21.96			10/11/2013	M	5,072	(10)	07/12/2022	Common Stock	5,072

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COVERT GEOFFREY J THE KROGER CO. 1014 VINE STREET CINCINNATI, OH 45202			Senior Vice President	

## Signatures

/s/ Geoffrey J. Covert, by Paul W. Heldman, Attorney-in-Fact 10/15/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.42 to \$41.56, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(2)

## Edgar Filing: KROGER CO - Form 4

The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.42 to \$41.61, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.57 to \$41.64, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$40.79 to \$40.83, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.05 to \$41.27, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(6) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$41.00 to \$41.47, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(7) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$40.84 to \$41.26, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(8) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$40.77 to \$40.94, inclusive. The reporting person undertakes to provide to The Kroger Co., any security holder of The Kroger Co., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth above.

(9) The total amount of securities directly owned by the reporting person includes shares in the Company's employee benefit plans that are deemed to be 'tax-conditioned plans' pursuant to Rule 16b-3, to the extent disclosed on reports received from plan trustees.

(10) These options were granted under a long-term incentive plan of The Kroger Co. and vest in equal annual installments in whole amounts over a five-year period, at the rate of 20% per year commencing one year from the date of the grant.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.