

KROGER CO
Form 5
February 28, 2007

FORM 5

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

OMB APPROVAL
OMB Number: 3235-0362
Expires: January 31, 2005
Estimated average burden hours per response... 1.0

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
Form 3 Holdings Reported Form 4 Transactions Reported

ANNUAL 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

1. Name and Address of Reporting Person *
Flora Jon C

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)
02/03/2007

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
Senior Vice President

1014 VINE STREET

(Street)

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

6. Individual or Joint/Group Reporting (check applicable line)

CINCINNATI, OH 45202

Form Filed by One Reporting Person
 Form Filed by More than One Reporting Person

(City) (State) (Zip)

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 at end of Issuer's Fiscal Year (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| Common Stock | 04/07/2006 | Â | S4 | (A) or (D) Amount Price 2,000 \$ 19.99 | 52,234.6805 (2) (3) | D | Â |

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 2270 (9-02)

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

| 1. Title of Derivative | 2. Conversion | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if | 4. Transaction | 5. Number | 6. Date Exercisable and Expiration Date | 7. Title and Amount Underlying Securities |
|------------------------|---------------|--------------------------------------|-------------------------------|----------------|-----------|-----------------------------------------|-------------------------------------------|
|------------------------|---------------|--------------------------------------|-------------------------------|----------------|-----------|-----------------------------------------|-------------------------------------------|

Edgar Filing: KROGER CO - Form 5

| Security (Instr. 3) | or Exercise Price of Derivative Security | any (Month/Day/Year) | Code (Instr. 8) | of | | (Month/Day/Year) | | (Instr. 3 and 4) | | |
|----------------------------------------------|---------------------------------------------------|-------------------------|--------------------|-------------------------------------------------------------------------------------------------|-----|------------------|------------|------------------|-------------------------------------|--------|
| | | | | Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | | Date | Expiration | Title | Amount or Number of Shares | |
| | | | | (A) | (D) | Exercisable | Date | | | |
| Non-Qualified Performance Stock Option | \$ 22.2344 | Â | Â | Â | Â | Â | Â (4) | 04/16/2008 | Common Stock | 9,000 |
| Non-Qualified Performance Stock Option | \$ 27.1719 | Â | Â | Â | Â | Â | Â (5) | 05/27/2009 | Common Stock | 9,000 |
| Non-Qualified Performance Stock Option | \$ 16.5938 | Â | Â | Â | Â | Â | Â (6) | 02/11/2010 | Common Stock | 6,000 |
| Non-Qualified Performance Stock Option | \$ 22.995 | Â | Â | Â | Â | Â | Â (7) | 05/09/2012 | Common Stock | 10,000 |
| Non-Qualified Performance Stock Option | \$ 24.43 | Â | Â | Â | Â | Â | Â (8) | 05/10/2011 | Common Stock | 10,000 |
| Non-Qualified Stock Option | \$ 22.995 | Â | Â | Â | Â | Â | Â (9) | 05/09/2012 | Common Stock | 20,000 |
| Non-Qualified Stock Option | \$ 14.925 | Â | Â | Â | Â | Â | Â (9) | 12/12/2012 | Common Stock | 60,000 |
| Non-Qualified Stock Option | \$ 17.31 | Â | Â | Â | Â | Â | Â (9) | 05/06/2014 | Common Stock | 30,000 |
| Non-Qualified Stock Option | \$ 18.095 | Â | Â | Â | Â | Â | Â (9) | 06/24/2014 | Common Stock | 10,000 |
| Non-Qualified Stock Option | \$ 16.385 | Â | Â | Â | Â | Â | Â (9) | 05/05/2015 | Common Stock | 40,000 |
| Non-Qualified Stock Option | \$ 19.94 | Â | Â | Â | Â | Â | Â (9) | 05/04/2016 | Common Stock | 20,000 |
| Non-Qualified Stock Option | \$ 24.94 | Â | Â | Â | Â | Â | Â (9) | 12/07/2010 | Common Stock | 10,000 |
| Non-Qualified Stock Option | \$ 24.43 | Â | Â | Â | Â | Â | Â (9) | 05/10/2011 | Common Stock | 10,000 |
| Non-Qualified Stock Option | \$ 16.5938 | Â | Â | Â | Â | Â | Â (9) | 02/11/2010 | Common Stock | 6,000 |

| | | | | | | | | | | | |
|----------------------------|------------|---|---|---|---|---|---|-------|------------|--------------|-------|
| Non-Qualified Stock Option | \$ 27.1719 | Â | Â | Â | Â | Â | Â | Â (9) | 05/27/2009 | Common Stock | 9,000 |
| Non-Qualified Stock Option | \$ 13.44 | Â | Â | Â | Â | Â | Â | Â (9) | 05/15/2007 | Common Stock | 2,400 |
| Non-Qualified Stock Option | \$ 21.0625 | Â | Â | Â | Â | Â | Â | Â (9) | 02/20/2008 | Common Stock | 4,000 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---------------------------------------------------------|---------------|-----------|-------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Flora Jon C 1014 VINE STREET CINCINNATI, OH 45202 | Â | Â | Â Senior Vice President | Â |

Signatures

/s/ Jon C. Flora 03/09/2007
 **Signature of Date
 Reporting Person

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 reporting person's sale of 2,000 shares on 4/7/2006 was inadvertently not reported on a prior Form 4.
 Between January 29, 2006 and February 3, 2007, the reporting person acquired 472.9329 shares of Kroger common stock in the
- (2) 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.
- (3) 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.
 These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 63% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum of 13% appreciation per annum from the date of grant or 200% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (4) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 63% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum of 13% appreciation per annum from the date of grant or 200% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (5) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 75% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 15% appreciation per annum from the date of grant or 252% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (6) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved an 81% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 16% appreciation per annum from the date of grant or 280% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (7) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 55% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 13% appreciation per annum from the date of grant or 185% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.
- (8) These options will vest during the first four years from the date of the grant only if the Company's stock price has achieved a 78% appreciation from the option price. Thereafter, the options vest only if the Company's stock price has achieved a minimum 15% appreciation per annum from the date of grant or 208% appreciation, whichever is less. The options vest nine years and six months after grant, if not sooner vested.

Edgar Filing: KROGER CO - Form 5

- (9) 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 provided 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.