



For Immediate Release:

**Kroger launches reusable bag program  
Establishes partnership with Bring Your Own Bag™**

Atlanta, G.A. December 2005 – One of the largest grocery store chains in the United States, The Kroger Co., has partnered with Bring Your Own Bag™ to offer their customers a shopping bag alternative.

The blue reusable bags are on display at Kroger stores across Georgia, Alabama, Tennessee and South Carolina.

BYOB is a multi-use shopping bag made from recyclable materials. The bags sit flat and are each capable of holding the same amount as three to four traditional grocery bags.

BYOB bags are also proven to speed up checkout times, making packing and loading easier and more convenient for customers, says Matt Wittek, BYOB Sales and Marketing Director.

According to Wittek, BYOB helps eliminate plastic bags and offers a fresh, fun and consumer-friendly bag that customers are proud to carry and use. The bags can also be used outside of grocery stores to carry personal items and can be easily folded and stored in a car trunk.

Retailers around the world – in Australia, Ireland and South Africa – have already adopted similar programs. They have also put in place bans and taxes to reduce the use of plastic bags.

It is proven that once discarded, plastic bags take years to break down into the environment and are harmful to animals and nature.

To find a participating Kroger store near you visit their website at [www.thekrogerco.com](http://www.thekrogerco.com). To learn more about Bring Your Own Bag™ visit [www.bringyourbag.com](http://www.bringyourbag.com) or send an e-mail to [info@bringyourbag.com](mailto:info@bringyourbag.com) for further information.

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Do you have questions?

Do you want to learn more about BYOB?

Maybe you want to become a proud BYOB retailer, customer or supporter?

If so, then contact:

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