



Whether
it's the Southern charm of verandas
and columns in Charlotte, NC or the fast-
paced, urban setting of our Pentagon City or
ultra modern stores in Nashville, TN, Harris
Teeter believes the grocery store is the heart of the
community. A place where people say "Hi" when
you walk in, remember your favorite cut of Rancher
Beef, and help you make sure your children and your
groceries all make it to your car safely. We want
shoppers to feel comfortable in our promise of great
customer service and top-quality products at a
fair price.



Customer Service

At Harris Teeter, our knowledgeable staff is just the beginning of good customer service. From our cashiers to our wine stewards, our associates are outgoing, courteous and ready to help. We have special reserved parking for expectant mothers and customers with small children. We are always quick to help them to their car with their groceries. Kids really are our VIPs. They get balloons and cookies, and best of all they can drive their own racecar down the aisles or their own miniature grocery cart as part of our customer in training program.



Selection

At Harris Teeter, you can count on always having the best selection of top-quality Rancher® Beef, Seafood, and Farmers Market fresh produce every time you shop. You can be sure that when you buy a cut of our Harris Teeter Rancher® Beef, it'll taste great and cook up the same every time. It's tender, verified and hand selected to be the best.

Our Farmers Market produce has the freshest fruits and vegetables from local farms and growers right here in our own backyard and around the world. Year-round you can count on Harris Teeter to bring you the best selection and highest quality produce available.



HT Naturals was introduced a little over a year ago and continues to grow along with the list of organic produce we offer. Because parents want to ensure their kids are eating the highest quality foods grown according to the USDA standards for certified organic, any given day shoppers can find a wide range of organic and natural products at their local Harris Teeter.



A Premium Brand of
Community Involvement

Our passion is the education of our young people and feeding the hungry. Every year we donate millions of pounds of food to area food banks as well as many local and national charities. Schools in our communities have received over \$4 million dollars from our Together In Education program. Our goal is to be an integral part of the community inside our stores and out.

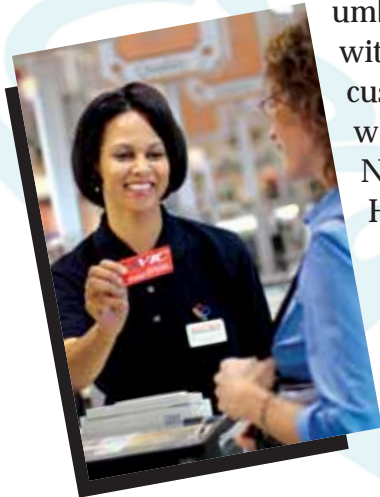


Harris Teeter's goal is to be an incredible place to work in addition to being an incredible place to shop, to us, it goes hand-in-hand. Associates who are well trained and happy with their jobs make Harris Teeter an efficient, inviting and fun shopping experience.

Associates can continue their education through the help of our company tuition assistance programs. We also reward good performance with company paid incentive programs, employee stock ownership, profit sharing, and 401 (k) plans. It all adds up to associates who take pride in the good job they do and know their future brightens with every satisfied customer.



Harris Teeter believes in rewarding our loyal customers. Just by doing their regular shopping with us, Harris Teeter gives our customers a chance to get free gifts such as grills, knife sets, beach chairs with umbrellas, gas cards and much more with their VIC cards. We want our customers to know just how much we appreciate their business. No one rewards loyalty like Harris Teeter.



More Life Time

Online shopping and select home delivery locations allow busy parents to shop at our stores from the comfort of their own home, on their own time, leaving more time for the things that really matter.



Our customers are always eager to learn more about wine and at Harris Teeter, our wine stewards are trained in the subtleties of wines found all over the world. They are constantly broadening their knowledge, taking classes with masters in wine making, attending educational seminars, and voyaging to wineries and vineyards in Chile, France, and California's Napa Valley. All to help our customers choose the perfect bottle of wine for their next dinner for two or twenty.



Harris Teeter believes that by giving back to our communities, we can build incredible neighborhoods for all of us. We see getting involved in our communities - at the local store level and through corporate contributions - as an important part of doing business.

But more importantly, we want vibrant neighborhoods because that's where our associates and customers live! We've focused our giving into three main areas: eliminating hunger, educating children, and serving specific community needs.



So,
what kind of neighbor is Harris
Teeter? One who gives back to the
community, your schools, your children, and
your pocketbook. You get a fresh local food
market with international
flair, top-quality meats,
seafood, and produce, a
commitment to excellence in
customer service and
satisfaction, and most of all
a company we feel
you'd be proud to call
"neighbor."



