



Chartered by United Food & Commercial Workers International Union  
**UFCW Building, 7760 West 38<sup>th</sup> Avenue, Suite 400**  
**Wheat Ridge, Colorado 80033-9982**  
Phone 303-425-0897 • Toll Free CO & WY 800-854-7054  
Fax 303-424-2416 • <http://www.ufcw7.org>  
Facebook: UFCWLocal7R • Twitter: @UFCW\_7 • Instagram: UFCW\_LOCAL\_7

**KIM C. CORDOVA**  
President

**KEVIN R. SCHNEIDER**  
Secretary-Treasurer

May 15, 2020

Steve Burnham  
President  
King Soopers / City Market Inc.  
65 Tejon Street  
Denver, CO 80223

Dear Steve Burnham,

I write to express how extremely disappointed I am by the company's heartless and unconscionable decision to discontinue the "Hero" Pay. Our UFCW members, your associates continue to provide the critical and essential services to keep our communities fed during this national and global pandemic. I ask you to reconsider the unwarranted decision to discontinue the "Hero" Pay while there is no vaccine for COVID-19 and in light of your competitors Safeway and Albertsons decision to extend their Appreciation Pay.

While most of America was at home sheltering in, these essential workers continued to provide the highest level of service to the customers without the quality personal protection needed to keep them safe from potential exposure to the coronavirus. We have seen the number of confirmed COVID-19 cases increase dramatically in your stores. In fact, our records show that there are at least 55 confirmed cases in the UFCW Local 7 represented stores, one worker on a ventilator, several workers critically ill, and one COVID-19 related death. Now is not the time to turn your back on those that sacrifice so much while serving Coloradans during this unprecedented time.

According to the Colorado Department of Public Health & Environment, there have been over 20,838 confirmed COVID-19 cases within 59 counties and 1,091 deaths. Without a widely available vaccine in sight, our members continue to risk their lives and that of their family members every time they clock into work, as many of your stores are located within the infected areas in the state. Taking away the "Hero" Pay does nothing, but show the lack of appreciation for the sacrifices these critical and essential frontline workers have given while most of the corporate office personnel worked from home.

While customers were stockpiling during this national crisis, Kroger reported a massive 30% lift in sales thanks to the hard work of the heroic essential frontline workers. Kroger's CEO

Steve Burnham

May 15, 2020

Page 2

---

and Chairman Rodney Mullen stated, “Kroger’s most urgent priority is to provide a safe environment for associates”. He also stated that the associate’s efforts are nothing short of “heroic”. What changed? The coronavirus is not going to magically disappear on May 17, 2020. How did our members, your associates, go from a “hero” to a “zero”?

I ask you to honor and recognize your brave associates by continuing the well-deserved “Hero” Pay and to protect them by providing testing, the highest level of PPE, enforce safe social distancing and impose effective limits on the amount of shoppers in the stores.

I also ask that you work with us to push the Governor to issue a statewide mandate that would require all customers and entrants to wear a mask. I believe a statewide mandate would provide an additional layer of safety for our essential frontline workforce as well as insulate the company from disgruntle customers. I sent the Governor a letter yesterday asking not only for an Executive Order, but help enforcing any order issued.

If you have any questions regarding the foregoing, please free to contact me. I look forward to your response.

Sincerely,



Kim C. Cordova

UFCW Local 7 Union President

UFCW International Vice President

cc: Rodney McMullen  
Athar Bilgrami