



2026 Publix Price Change & Promotion Calendar

Thank you for adhering to all deadlines noted below. The dates have been carefully reviewed to make sure all parties have enough time for all tasks in order to build, order and execute promotions for Publix in a timely and organized fashion.

PRICE CHANGES SCHEDULE		PROMOTIONS SCHEDULE					
Supplier Price Change Submission Deadline	Price Change Effective Date	Promotion Book	Promotion and Advertising Contracts Due in KeHE Connect	Deadline for File to be posted for Brokers	Broker Deadline	Publix Pass Through Dates (Monday through Sunday)	
07/25/25	12/28/25	January (Book 1)	07/18/25	08/25/25	09/19/25	12/29/25	01/25/26
08/29/25	01/25/26	February (Book 2)	08/22/25	09/29/25	10/24/25	01/26/26	02/22/26
08/29/25	01/25/26	Purim	08/22/25	09/29/25	10/24/25	01/26/26	03/15/26
09/26/25	02/22/26	March (Book 3)	09/19/25	10/27/25	11/21/25	02/23/26	03/22/26
09/26/25	02/22/26	Passover	09/19/25	10/27/25	11/21/25	02/23/26	04/26/26
10/24/25	03/22/26	April (Book 4)	10/17/25	11/24/25	12/19/25	03/23/26	04/26/26
11/21/25	04/26/26	May (Book 5)	10/24/25	12/01/25	12/26/25	04/27/26	05/24/26
12/19/25	04/26/26	Shavuot	11/07/25	12/15/25	01/09/26	04/27/26	06/07/26
12/19/25	05/24/26	June (Book 6)	12/12/25	01/19/26	02/13/26	05/25/26	06/21/26
01/23/26	06/21/26	July (Book 7)	01/09/26	02/16/26	03/13/26	06/22/26	07/26/26
02/20/26	07/26/26	August (Book 8)	02/13/26	03/23/26	04/17/26	07/27/26	08/23/26
02/20/26	08/23/26	Rosh Hashanah	02/13/26	03/23/26	04/17/26	08/24/26	09/27/26
03/20/26	08/23/26	September (Book 9)	03/13/26	04/20/26	05/15/26	08/24/26	09/20/26
04/24/26	09/20/26	October (Book 10) - Open Stock	04/03/26	05/11/26	06/05/26	09/21/26	10/25/26
04/24/26	09/20/26	October (Book 10) - Shipper/Displays	04/03/26	05/11/26	06/05/26	09/21/26	10/25/26
05/22/26	10/25/26	November (Book 11) - Open Stock	04/17/26	05/25/26	06/19/26	10/26/26	11/29/26
05/22/26	10/25/26	November (Book 11) - Shipper/Displays	04/17/26	05/25/26	06/19/26	10/26/26	11/29/26
06/19/26	11/29/26	December (Book 12)	04/24/26	06/01/26	06/26/26	11/30/26	12/27/26
06/19/26	10/25/26	Chanukah	05/08/26	06/15/26	07/10/26	10/26/26	12/27/26

PRO GROCERY

The KeHe Publix Account team has partnered with Pro Grocery to support the maintenance of promotions between KeHE and Publix. The tool allows brokers/Suppliers to submit their promotions via a portal vs paper forms.

To request an account, go to <https://survey.progrocery.net>. If you have any questions or need assistance during the account request process, call Andres Perez at 210-931-3554 or email him at andres@progrocery.net.

If you are a broker and see that there are brands missing from your portfolio, you can request brands to be added or deleted within the portal.

RULES AND REGULATIONS (Please read carefully)

*SHIPPER/PREPACK/PALLET ALLOWANCE MUST BE EQUAL TO OR GREATER THAN THE OPEN STOCK CONTENT ALLOWANCE WHEN OPEN STOCK IS ON PROMOTION

PROMOTIONS SUBMITTED BY BROKERS/SUPPLIERS AFTER THE SPECIFIED DEADLINE WILL NOT BE PROCESSED BY PRO GROCERY. THEY WILL HAVE TO GO TO THE ACCOUNT MANAGER/DIRECTOR TO BE REVIEWED AND APPROVED. APPROVALS

ALL LATE PROMOTIONS RUN THE RISK OF NOT HAVING APPROPRIATE INVENTORY ORDERED IN TIME FOR EXECUTION WHICH IS WHY MEETING THE DEADLINE IS IMPERATIVE

DATA INTEGRITY IS KEY IN MAKING SURE THAT EXECUTION IS COMPLETED, THEREFORE IF YOU SEE AN ISSUE, REACH OUT TO PROGROCERY AT ANDRES@PROGROCERY.COM

REQUESTS FOR CANCELLATIONS CAN BE DONE VIA THE PORTAL. IF THE PROMO BOOK IS STILL OPEN, THE PROMO CAN BE CANCELLED. IF THE PROMO BOOK HAS BEEN CLOSED, THERE WILL BE AN OPTION TO REQUEST THE CANCELLATION

AND THE REQUEST WILL BE VETTED WITH THE ACCOUNT MANAGER TO MAKE SURE THAT ALL PROMOTIONS HAVE BEEN REMOVED FROM THE PUBLIX PORTAL AS WELL.