

Publix Aprons® Q1- Q2 2023 Supplier Participation Guide



Issued October 2022



PublixAprons® provides customers a variety of trusted and on-trend meal inspirations and experiences.

From cooking classes to recipes and product features, Aprons gives customers the tools to be creative and confident in their own kitchens.

A variety of unique and interactive Publix Aprons® programs.

Aprons Recipe.

Our Aprons Recipe program highlights on-trend weekly recipes developed by our Publix Aprons chefs to inspire customers to cook at home and buy ingredients at Publix.

Aprons Meal Kits.

Our meal kits provide customers the perfect opportunity to experience convenient restaurant-style dishes from the comfort of home. These kits include custom recipes developed by our Aprons chefs and feature proportioned, branded ingredients that are carried in the store. Simple and easy to execute, meal kits are the perfect way to introduce products to customers.

Aprons Co-ops.

Seasonal recipes encourage Publix shoppers to try new products and help them plan menus for holidays and themes. Customers connect with brands and new ingredients at home while preparing for the special occasion.

Cooking School Open House Events.

Throughout the year, our eleven Aprons Cooking Schools host themed open house events that are free to customers and allow them to experience what the classes have to offer. There is an opportunity to participate as an ingredient in the recipes that are sampled during the event, and have your item sampled in the cooking schools.

Aprons Cooking School Online.

Aprons Cooking School Online is a unique experience that brings our signature chef-led expertise right into customers' homes. By learning with educational, engaging, and free online cooking classes, customers discover unique recipes and products from the familiarity of their own kitchens.

Participation levels vary by program. See detailed program pages for individual levels.

Shelf talker



Digital display ad



Aprons Recipe.

Publix offers suppliers the opportunity to feature items as ingredients in our on-trend weekly recipes developed by Publix Aprons chefs. The program's goal is to inspire customers with in-store and digital channels to buy the ingredients at Publix and cook them at home.

Featured recipe this week.

Chilled Corn & Green Curry Soup
2.75 Hours Total | 45 Minutes Active | 4 Servings

Ingredients

- 4 ears fresh yellow corn
- 4 tablespoons Pumpkin Grapeseed Oil
- 1/2 cup olive French-fry oil
- 1 tablespoon ginger spice paste
- 4 cloves garlic
- 2 tablespoons green curry paste
- 1 cup Thai Kitchen Coconut Milk
- 4 cups vegetable broth
- 2 1/2 teaspoons kosher salt
- 1 teaspoon ground white pepper
- 2 tablespoons cilantro
- 1 lime, for garnish
- 1/2 cup fresh French-fry oil
- 1 teaspoon green curry paste
- 1 teaspoon extra-virgin olive oil

Get the full recipe at publix.com/recipes

Featured products.

Wine

- Gnarly Head Cabernet Sauvignon Wine, 750-ml. bot. **9.99**
- Decoy Cabernet Sauvignon Wine, 750-ml. bot. **22.99**
- Hi Jinx Pinot Grigio Wine, 34 bot. **16.99**
- Vandori Sparkling Prosecco Wine, 750-ml. bot. **215.39**
- Capriccio Bubbly Watermelon Sangria Wine, 750-ml. bot. **2.69**
- Gérard Bertrand Cote des Roses Rose Wine, 750-ml. bot. **20.49**

Beer

- 24-Pack Michelob Ultra Beer, 12-oz can or bot. **20.99**
- 15-Pack Miller Lite or Coors Light Beer, 12-oz bot. **13.99**
- 12-Pack Heineken or Corona Beer, 12-oz bot. or 11.2-oz bot. or Corona Hard Seltzer, 12-oz can. **13.99**
- 12-Pack Yuengling Flight Light Lager, 12-oz bot. **12.99**
- 6-Pack Highland Beer, 12-oz can or bot. **10.00 Off**

Meet your match. Our Food & Wine Pairings chart makes it easy at publix.com/winesandbeer.

Quantity limits per household apply. Not all items are available at all stores. *Items shown prepared with additional ingredients, which are not included.

publix.com/save

(3) 04/03/21-CU

Flex ad

Participation level.

\$32,400

Per item / single ad week. Two positions available per week. Availability is limited and weeks vary each quarter.

Channel package.

In-store and owned media.

Influence customers along the path to purchase during their shopping trip, and deliver impressions to Publix customers.

Branded in weekly ad flex area as individual item or recipe ingredient.

Branded on publix.com digital recipe page.

In-store POP

- Display insert
 - Shelf talker, wobblers, or cling (depending on product merchandising)
-

External media.

Reach Publix customers in search of recipe inspiration across multiple digital and social media platforms.

(Estimated 2MM–4MM targeted impressions, dependent on supplier participation.)

Digital media mix (targeted digital display and/or social media)

Use the following guidelines when selecting items for supplier participation:

- Products with full distribution
- New product introduction with planned promotional activity
- Unique or differentiated items that will benefit from customer trial
- Seasonal items
- Items already selected for ad purposes

*External media includes a combination of select targeted external digital and social media platforms.

Participation level.

\$5,000

Per ingredient / single meal kit.

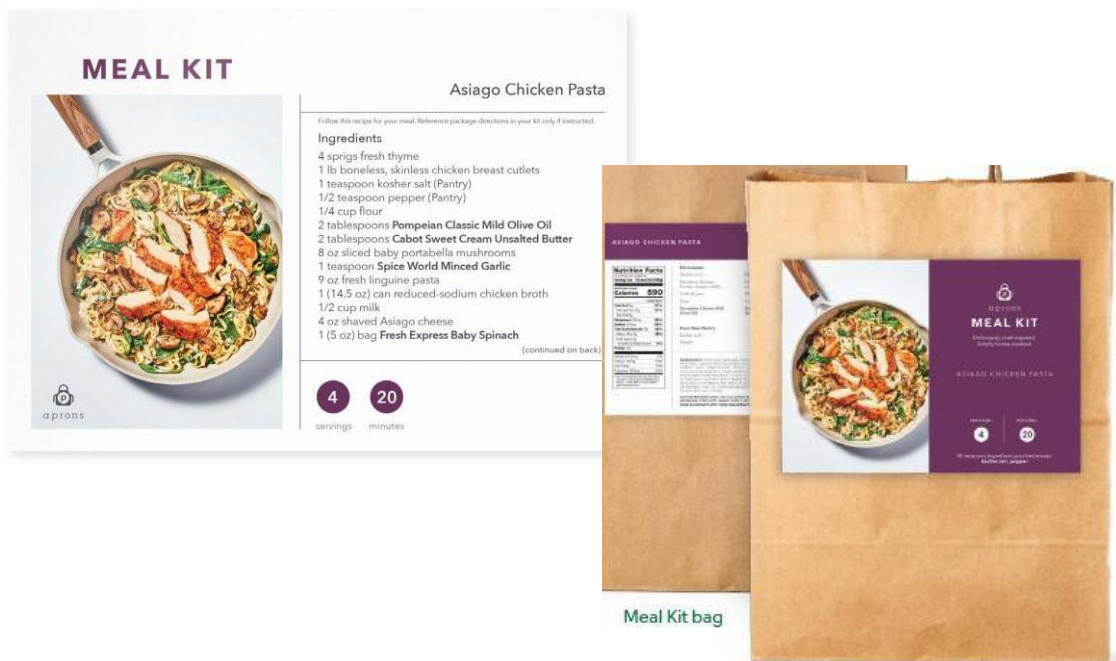
Meal kit is merchandised and available for one month.

Channel package.

In-store.

Vendor branding on meal kit product and ingredient inclusion.

- Brand name on the recipe card (placed inside the meal kit bag)
- Brand name on the recipe label (placed on the outside of the meal kit bag)
- Ingredient placed into meal kit



Shelf talker



publix.com digital ad



Aprons Co-op.

Entrées & Sides




Roasted Potatoes with Bacon
Total Time: 35 minutes
Makes 6 servings

Ingredients
1 (24-oz) bag fingerling (or baby) potatoes
4 slices Wright Naturally Hickory Smoked Bacon
Reynolds Wrap Aluminum Foil
15 cloves garlic
1 teaspoon dried thyme
1 teaspoon coarse sea salt
1/2 teaspoon pepper
Cooking spray

Steps
1. Preheat oven to 400°F. Cut potatoes in half lengthwise; slice bacon into 1-inch pieces (wash hands). Place potatoes in a microwave-safe bowl. Cover and microwave on HIGH for 4 minutes, then drain.
2. Place bacon on foil-lined baking sheet (wash hands). Spread potatoes, cut-side down, on same baking sheet; sprinkle with garlic cloves, thyme, salt, and pepper. Coat with spray, then bake 22–25 minutes or until potatoes are tender and bacon is crisp. Toss before serving.

Publix Premium Maple Bourbon Spiral Ham
Limited time only.

Asparagus Chopped Salad
Total Time: 5 minutes
Makes 4 servings

Ingredients
1 lb fresh asparagus spears
2 romaine hearts, coarsely chopped
1 medium tomato, coarsely chopped
1/2 small red onion, thinly sliced
1/4 cup Sargento Off The Block Shredded Parmesan Cheese
1/4 cup Diamond Sliced Almonds
1/3 cup Marzetti Simply Dressed Caesar Dressing

Steps
1. Cut asparagus into bite-size pieces (removing tough roots). Chop romaine and tomato. Slice onion.
2. Place all ingredients in salad bowl. Toss to coat, and serve.

Freestanding insert

Publix offers suppliers the opportunity to participate in holiday themed activity throughout the year. These programs are designed to provide recipe inspiration during key time of the year and drive consumer purchase of featured supplier items across multiple channels with recipes and coupons.

Participation levels.

Easter

\$21,600 | \$43,200 | \$54,000

Per item. Number of positions vary.

Channel package.

\$21.6K **\$43.2K** **\$54K**
 16 positions 2 positions 4 positions

In-store and owned media.

Influence customers along the path to purchase during their shopping trip, and deliver millions of impressions to Publix customers.

In-store POP	\$21.6K 16 positions	\$43.2K 2 positions	\$54K 4 positions
▪ Standee or display insert	●	●	●
▪ Shelf talkers and/or wobblers			
P.com incremental ad	●	●	●
Branded in the Holiday Circular Ad on pages 2-3 in recipe and/or feature allocation (if available).*		●	●
Club Publix member email inclusion			●

External media.

Reach Publix target customers across multiple digital, social, and print media platforms. (Estimated 8MM-10MM+ targeted impressions.†)

Freestanding insert (FSI) with product hero image inclusion (in-store, online, and newspaper insertion)	●	●	●
Digital media mix (targeted digital display and/or social media)			●

*Limited spots available (only applicable for Easter, Thanksgiving, and Holiday co-ops).

†External media includes FSI circulation and a combination of select targeted external digital and social media platforms.

Aprons Cooking School Open House

Cooking School Open House

This is an opportunity to participate in a themed cooking school open house event. Your product will be featured as an ingredient in a recipe served during the event in each of our eleven cooking schools. This encourages the trial of new products, providing our customers with a chance to connect with your brand and sample your product. 2000+ guests sign up for our open house events through our Eventbrite registration system.

\$11,000

Per item. 5 positions available per event per quarter

Channel package includes owned media to influence customers along the path to purchase during their shopping trip and deliver millions of impressions to Publix customers.

Including, but not limited to inclusion in:

- Club Publix member email(s)
- Divisional Media, which varies per event and division

Event promotion on publix.com



YouTube

Aprons Cooking School Online.

Publix Aprons Cooking School Online offers free online cooking instruction to our customers with the opportunity for brands to sponsor the featured recipes in each episode. Multiple episodes are produced on a quarterly basis.

Participation levels.

\$21,600 | \$54,000

Per item / episode. Number of positions vary per episode.

Channel package.

Episodes are planned on a quarterly basis, but paid media and in market timing fluctuates.

\$21.6K
3 positions

\$54K
2 positions

In-store and owned media.

Influence customers along the path to purchase during their shopping trip, and deliver millions of impressions to Publix customers.

- Promotion of episode on publix.com.
- Email content block promoting the episode to Publix customers interested in cooking schools or recipes.



In-store POP

- Shelf talker, wobblers, or cling (depending on product merchandising)
- Display insert or standee



Branded in Aprons Recipe flex area (Weekly Ad)



External media.

Reach Publix customers in search of recipe inspiration across multiple digital and social media platforms. (Estimated 4MM+ targeted impressions.)

Product placement and integration into one Aprons Cooking School Online episode (YouTube True View). YouTube estimates over 1.2MM average views per episode.



Digital media mix (targeted digital display and/or social media)



Supplier requirements.

If selected for any program, the following materials must be supplied to Publix by the provided due dates. Please note that all content is subject to Publix approval. **All information should be considered final upon submission.**

- 1** Please provide graphic files of the featured product and logo files. Logo files in AI, EPS, or 300 DPI JPG are best. For print purposes, the resolution of a JPG must be at least 300. Please confirm that your Publix buyer/category manager has the most up-to-date package image in Media Bank.
- 2** Please submit a lump sum offer through the Cost and Deals Maintenance section on the Publix Business Connection.
 - A** Please use **Aprons Recipe** as the **Suggested Performance** if selected as an Aprons Recipe program participant.
 - B** Please use **Aprons Meal Kit** as the **Suggested Performance** if selected as an Aprons Meal Kit program participant.
 - C** Please use **Offset Marketing Costs** as the **Suggested Performance** if selected as an Aprons Co-Op program participant.
 - D** Please use **Aprons Cooking School Online** as the **Suggested Performance** if selected as an Aprons Cooking School Online program participant.
 - E** Please use **Aprons Cooking School Open House** as the **Suggested Performance** if selected as an Aprons Cooking School Open House program participant.

Considerations.

In order to maximize the use of supplier co-op funding, Publix may make changes to messaging, channels, or levels of spending by channel while still ensuring budgeted dollars are fully spent toward the designated campaign. Participating suppliers will be updated on any significant changes.

If you have questions or wish to know more about the Aprons programs, please contact your buyer/category manager.



Thank
you.

