



To Our Valued Suppliers
From Brad Oliver, Norman Badger
cc Greg Toy, James Lucas, Chris Shaw, James King, Cindy Roberts, Keith Evertt, Allen E Brown, Aaron DeVore, John Buchanan, Lee Revis, Guy Pizzuti, Curt Epperson, David Barth, Mike Tanner, Rick Dingman, John Gehring, Roger Hinckley, Corporate Purchasing Category Managers and Buyers
Date February 7, 2023
Subject **Approved Demonstration Companies**

Background

Publix believes product demonstrations (demos) effectively communicate new items, item usage and/or recipes to our customers. Demos can range from coupon handouts to heated samples utilizing skillets or toaster ovens. We encourage supplier sponsorship and participation in these activities. We want to present new and interesting ideas to our customers to ultimately sell more product.

Approved Demonstration Companies

Below is a list of our approved demo companies. These companies have been vetted and meet our requirements to conduct demos in our stores (e.g., proof of insurance, hold harmless agreement, employee management/training practices, food safety, event reporting, etc.). To ensure each demo is executed professionally, these companies provide well-trained agents that are equipped with product/recipe talking points, dressed professionally, and suitable equipment and signage.

Approved Demo Company	Contact Name	Contact Phone	Division
Product Connections (formerly PromoWorks)	Samantha Sierra	(786) 386-4700	All
The Sunflower Group	Whitney Ray	(913) 307-8282	All
Team Enterprises	Austin Perez	(315) 313-1574	All
Cien Marketing	Michele Lovera	(954) 865-2239	Lak, Jax, Mia
Berry Amaz'n	Cindy Griffin	(813) 967-6109	Lak
ROI Marketing Specialists	Jenny Staton	(561) 367-7989	Mia

continued on next page

Demo Forms

The *Demo Request Form* and *Blank Store Grid Demo Form* are located on [Publix Business Connection](#), on the *Resources* tab under *Business Forms*.

A new *Blank Store Grid Demo Form* should be used each time a demo request is submitted to ensure the most current list of stores. The form is updated each time it is opened with new and closed stores. Please do not alter this form. The only entries on the form should be in the *Product, Week No, Vendor, W/E Date* fields and an “X” by the stores that you are planning to have demos. Leave the box blank and do not add any other verbiage to the form if you are not demoing in a store.

Note: All stores on the demo form can participate in demos.

Photo policy

Publix prohibits photographs of our stores, associates, and customers. Demo representatives should not request Publix associates take pictures of them or the demo event because it interrupts their scheduled work. This policy can be found in the *Use of personal electronic devices* section in *Publix Supplier Policies and Guidelines* located on [Publix Business Connection](#), on the *Resources* tab under *Policies and Guidelines*.

Thank You

Thank you for your support of product demonstrations at Publix.
