



CERTIFICATION MANUAL

PromoWorks®



As a Team, our objective and vision is to convert samplers to sellers and shoppers to buyers. As an Engagement Specialist, you play an integral part in maintaining our relationship with Publix.

Your continued excellence helps ensure PromoWorks remains a premier in-store engagement provider, at Publix. The purpose of this program is to excite, motivate and lift our Engagement Specialists to a new level of professionalism and productivity.

Together, we are making a stronger commitment to customer satisfaction.



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ABOUT PUBLIX

Company Overview

The Publix Company

Publix Divisions are:

- Lakeland
- Miami
- Jacksonville
- Atlanta

Publix operates 1,056 supermarkets (and growing) in, Florida (749), Georgia (179), Alabama (51), South Carolina (45) and Tennessee (32).

Publix Charitable Efforts:

Publix strives to be a corporate giving leader. In addition to giving to thousands of local projects, they annually support five organizations in companywide campaigns:

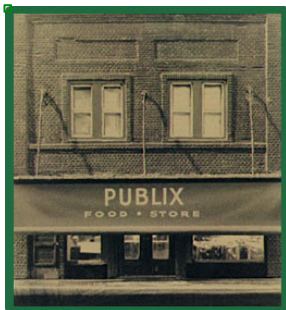
- Special Olympics
- March of Dimes
- Children's Miracle Network
- United Way
- Food for All

In addition to the projects listed above, Publix supports the local organization:

- Southeastern Guide Dogs

The Publix Company History

In the midst of the Great Depression, George Jenkins walked away from the security of a good job to open the first Publix store in Winter Haven, Fla. This store set not only a new precedent for cleanliness and beauty, but also the Publix standard for employee relations. Mr. George, as he was affectionately called by his associates, established profit-sharing and employee ownership. Gross annual sales in the early years averaged about \$100,000, slowly rising to \$120,000 by 1934.



PUBLIX: ALWAYS PIONEERING

In 1940, George Jenkins mortgaged an orange grove he had acquired during the Depression for a down payment on his dream store - Florida's first supermarket. He built his "food palace" of marble, glass and stucco, and equipped it with innovations never seen before in a grocery store:

- Air conditioning
- Fluorescent lighting
- Electric-eye doors
- Frozen food cases
- Piped-in music
- Eight-foot-wide aisles.
- Open dairy cases
- In-store donut and flower shops

All designed to Mr. George's specifications. People traveled from miles to shop there, and Publix prospered.



In 1951, to help build and supply the stores, a 125,000-square-foot warehouse and headquarters complex was completed in Lakeland.



In 1962, there were 85 stores. By 1969, there were 150. While the first wave of building focused on central Florida, geographic expansion dominated the '60s. Publix purchased seven new stores in 1959, mainly in the southeast coast area, to get a foothold in that market.

By 1963, Publix had opened the Miami Division and constructed a 300,000-square-foot distribution center to supply the growing number of stores there. The first Publix Deli was also installed during this era.



From the 1970's, to the present, expansion has continued. More innovations have followed such as:

- *Presto!* ATM network
- Lakeland deli plant
- Publix pharmacy
- Statewide distribution centers and processing plants
- One of FORTUNE magazine's "100 Best Companies To Work For" 13 years in a row
- Apron's Simple Meals Program rolls out to all stores
- Publix opens six Apron's Cooking Schools
- Publix introduces Publix Pix convenience stores, over 100 liquor stores, four Hispanic-themed Sabor stores, three Publix GreenWise Market natural food stores, and purchases Crispers, a Florida restaurant chain.

Publix Mission Statement

Mission Statement:

Publix Mission Statement is to be the **premier quality food retailer in the world.**

To that end Publix commits to be:

- Passionately focused on **Customer Value**,
- **Intolerant of Waste**,
- Dedicated to the **Dignity, Value** and **Employment Security** of our **Associates**,
- **Devoted** to the highest standards of **stewardship** for our **Stockholders**, and
- **Involved** as Responsible **Citizens** in our **Communities**.

Publix Private Label Brands Products

The Publix Guarantee

“It’s easy to see where you can save at Publix. Just look at our wonderful variety of Publix brand products on practically every aisle. Notice how they’re consistently priced lower than national brands without compromising quality. We stand behind that quality with such resolve that we guarantee your satisfaction or your money back.”



Sustainability:

Publix supports sustainability. This means balancing the needs of humanity with the needs of the living earth. Publix is meeting today’s demands without compromising what’s essential for tomorrow. That’s why Publix got into a Green Routine® in 2001—long before being eco-savvy was chic.

Publix added sustainability as a key objective in its Corporate Strategy.

Adding sustainability as a key Corporate Strategy, Publix created a cross-functional sustainability team. This team consists of 30 Publix associates, called “Sustainability Advocates” who are responsible for tracking and reporting this performance for each business unit.

The success of each unit is measured against specific metrics and team goals.

The 1,056-store chain's commitment to sustainable practices covers a broad range of the following initiatives:

- energy and fuel reduction
- recycling vast amounts of material
- promoting environmental responsibility with customers, associates and suppliers
- Changes to lighting, refrigeration and transportation
- Four store locations, including Publix's corporate offices, are now using solar energy.

The chain is also the only food retailer participating in the Environmental Protection Agency's Climate Leaders program, in which companies pledge to reduce greenhouse gas emissions.

Publix joined the Climate Leaders program in June 2008 and so far has gathered several years of greenhouse gas emissions data, established a baseline inventory year and written an inventory management plan "to memorialize our greenhouse gas data collection and calculation processes".

For additional information on Publix history, accomplishments and goals, please visit the Publix website at: www.publix.com.





Our Policies

Courtesy:

- First and foremost SMILE! This is very important to the Publix Team. Every customer should be welcomed to their Publix Store with a smile.
- The first time that you arrive at a Publix store, to conduct your Project, go to the Customer Service Desk and ask for the Store Manager. Introduce yourself in a professional and friendly manner.
- There is to be **no cell phone use** at your event table. Talking, texting or even having your cell phone on at the table, are not allowed. If an emergency call needs to be taken, you are to clear your table, as if you were on break, and remove yourself from the sales floor.
- Each time that you are conducting an Engagement Event in a Publix store, you are representing Publix. The customer will presume you are a knowledgeable Publix employee and expect to be treated with the same respect and care that they expect from Publix employees.

Security:

- Do not use hand baskets to carry items.
- If you purchase items, such as a bottle of water or a sandwich, from the deli at lunch, be sure to have your receipt available, at all times.
- Merchandise should not be stored under the table unless approved by management.
- All bags and boxes must be inspected by store management/security prior to being removed from the store.
- Alcohol consumption is not permitted before work or during lunches or breaks.
- Under no circumstances may you conduct personal shopping while on duty. Personal shopping can only be conducted once you have completed your demo day, signed out with the manager and taken your supplies to your car. Your apron and all badges must also be removed prior to re-entering the store to shop. The preference is that you shop on days you are not scheduled to work an event.
- You are NOT permitted to take any product, including sample product and coupons, from the store, as it is the property of Publix. Any violation of this policy, or any incidents of shoplifting, will result in immediate termination of your IC contract. PromoWorks reserves the right to pursue all options at its disposal to recover any losses incurred as a result of a shoplifting incident.
- Any unopened, sample product remaining, at the end of your event, should be left in the break room for employees or with a manager.
- Any remaining coupons, at the end of your event, should be destroyed, unless otherwise specified in your Event Training Manual.

Our Procedures

1. Pre-Call (Store and Product Pre-Check)

- Contact your store three (3) days prior to the execution. The stores prefer that they are called as early as possible.
- Ask for the Manager of the department of the product you will be promoting
 - If you are promoting a frozen product, you would ask for the Frozen Food Manager.
 - Make sure to have the UPC and Retailer codes handy when making the call. Have all necessary information ready **before** you make the call.
 - Call early in the day, if possible. Most department managers begin their day **early** and calling the store early will help insure that you get to talk to the Department Manager.
 - Make sure to mention, to the Department Manager, what type of event this will be and if an appliance is required.
- Verify that there is sufficient product in the store to support this event, based on the department manager's requirement.
- If there are not enough products to support this demo, ask the manager when he/she expects the shipment to arrive.
- If a shipment is not scheduled to arrive prior to the event date, call the Field Support Hotline **800-238-9199** for further instructions.
- Record the date of your call and the name (first and last) of the **Department Manager** you spoke with on your Promo Reports Form.

2. Checking In

- Publix Corporate prefers that Engagement Specialists (ES) do not use the store grocery carts to wheel in their tables, kits and equipment. It is helpful for you to **bring your own cart** with you to help transport these items into the store.
- Immediately upon arrival, every Engagement Specialist (*ES*) must check in with the Grocery Manager or Manager in Charge by letting them know that you have arrived and will be conducting a demo.
- Locate the **Department Manager** to help you set up. Most of the Department Managers have the Intermec Handheld and they are able to help with inventory numbers. The GRS (**Grocery Replenishment Specialist**) or Department Manager can help you get the inventory numbers. Ask them to scan your product UPC codes to give you beginning inventory counts and log that information on the documentation paperwork.
- Some programs require a specific table setup, and this will be outlined in the training manual.
- The ES should proceed with purchasing sample product, if necessary, as per the instructions in the program training manual that was sent with your kit.

3. Know Your Store (Personnel, Hours, Layout)

- If you are reporting to a new store, please arrive early and take a few moments to locate a store map at the courtesy counter.
- Identify product categories in each aisle.
- While promoting a product, you want to be able to direct the shopper to the product location. Identify where the electrical outlets are for future events that may require electricity. Introduce yourself to the store manager in the department that you will be working in.
- The ES should study product ingredients and the nutrition facts per serving for all items they are sampling in order to be knowledgeable and have the ability to convey information to consumers.
- The ES will need to match the UPC code of the sample product listed in the training manual with the corresponding item shelf tag. This will guarantee the use of the correct product.



4. Reading a Product Label and Shelf Tag

The ES should study product ingredients and the nutrition facts per serving for all items they are sampling in order to be knowledgeable and have the ability to convey information to consumers. The ES will need to match the UPC code of the sample product listed in the training manual with the corresponding item shelf tag. This will guarantee the use of the correct product.

Shelf Tag and Nutrition Label



Nutrition Facts	
Serving Size 1 cup (224g)	
Servings Per Container 8	
Amount Per Serving	
Calories 180	Calories from Fat 60
% Daily Value*	
Total Fat 6g	10%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 300mg	13%
Total Carbohydrate 26g	8%
Dietary Fiber 6g	25%
Sugars 6g	
Protein 6g	
Vitamin A 160%	Vitamin C 60%
Calcium 8%	Iron 8%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
Calories: 2,000 2,500	
Total Fat	Less than 65g 80g
Sat. Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrates	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	Carbohydrate 4 Protein 4

1. Serving Size
2. Calories and Calories from fat
3. List of nutrients. This impacts our health the most.
4. Percent of Daily Value. How much of the daily requirement does this food provide?
5. Foot Note for Daily Value.
6. Calories Per Gram

- 1 Price per oz.
- 2 Pack and size
- 3 Dept. & Item #
- 4 Publix Item/Order code
- 5 UPC code
- 6 Unit Price



UPC Bar Code

- The UPC code listed on the bar code of the product **MUST** match the UPC codes of the sample product listed in the training manual and with the corresponding shelf tag. This will guarantee the correct product.

5. Coupons – Manufacturer

- The ES should be aware of the current coupon redemption policy in their stores. Coupons should never be used to purchase the product used for sampling unless otherwise noted in the training manual. Always remember to check the expiration date on the coupons. Expired coupons should never be distributed to consumers.
- Any issues with coupons at the store level should be referred to the Field Support Hotline for assistance: **800-238-9199**.
- Be sure you know the price of the product, minus the value of the coupon so you can promote the lower price to increase sales. “Today our Kellogg’s Mini Wheats are \$3.89 per package. With this \$1.00 off coupon, they are only \$2.89 per package, and can be found on aisle 6.”

6. Publix Debit Card Swipes

- You will receive a debit card in your kit for product purchases at the store on the day of your event. You must activate your debit card 24 hours prior to your event by calling the debit card activation phone number included with your debit card. You may now go to the store to execute your event. In your event manual is the list of items that you are allowed to purchase with the appropriate UPC code.

7. Running out of Product/Funds Early

- If you should run short of, or out of product, before completion of your Project, do not leave the store! You can continue to promote the items through couponing, if the store manager/department manager allows.
- In addition to checking with the department manager for product availability, there is a GRS (**Grocery Replenishment Specialist**) who can verify (with their Intermec Handheld) if a specific UPC is in stock.
- If your featured items are not in stock call your Field Support Hotline **800-238-9199**, and they will direct you on how to proceed. If you are running out of product:
 - Use smaller sample portions in order to reach as many consumers as possible.
 - Continue to promote the items through customer engagement and/or couponing **ONLY**, if the store/department manager will allow.

8. Table Set Up

- Follow the directions provided in your manual as to how to display the product and Point of Sale materials.
- Try to set up your table near the product or product display.
- Work with your store or department manager.
- If the item is shelf stable (not frozen or refrigerated), set up a neat, merchandised display of your product, on your table, for immediate sales.

9. Engaging the Consumer – Sight, Smell, Taste, Connect

- Engaging the shopper and selling the product is your #1 job! Arrive at your event completely, prepared and **know your product**. Make sure you read through your **Event Training Manual**, along with product features and benefits **before you arrive at the store**. Be sure to know if you will need an electrical outlet to execute your event. Here are some helpful tips:
 - Get additional product information from the product website.
 - **Where to stand:**
 - The most effective way of engaging all customers is to stand at the side of the table **not** behind the table. By standing at the side of the table, you will be able to step into the aisle and actively engage all customers in a welcoming and enthusiastic way.
 - If your Project calls for an appliance, make sure to stand at the side of the table where your appliance is set. Standing at the side of the table, where your appliance is located, will also allow you maximum access to customers while giving you maximum control over the appliance.
 - Use all signage provided within your kit materials.
 - When conducting cooking events, the smell and aroma will bring consumers to your table.
 - Free tasting samples are a risk-free opportunity for shoppers to try your product.
 - Enthusiastic, verbal engagement with shoppers is very important.
 - Know the product's attributes and selling points.
 - Finally, Ask for the **SALE**.

10. The Safety Zone – Food Allergies

Allergy Warnings

- Make sure to display any allergy warning signs that are included in your event training manual or kit.

Health and Safety

- Refer to the Sample Safe Guide located on the web Portal in the reference library.

11. Uniforms

- a. Your SMILE.
- b. Standard Publix Uniform is black pants or skirt, black closed toed shoes, burgundy vest, black bow tie, white, long-sleeved button down shirt, black chef's cap, and sample safe badge with name, professionally labeled on the badge.

12. Checking Out

- a. Upon completion of your Project, the Engagement Specialist should locate the Store Manager or Department Manager (anyone on the floor with an Intermec Handheld), and have them check the inventory for the UPC codes of the featured products and log that information on the documentation.
- b. The Engagement Specialist should check out with the store manager at the Customer Service desk and have documentation signed and stamped. You are NOT permitted to take any product from the store, as it is the property of Publix. .All unused product from the demo MUST be returned to the Customer Service Desk.

It's a wrap! You are the face of PromoWorks!

- Know Publix policies
- Be prepared!
- Be safe and sanitary
- Be on time
- Get to know your store and the managers
- Know your product



Test Your Knowledge

To begin your Publix Certification Test, please visit <http://www.ivrwebservices.com/pwlc/>

1. Publix Mission Statement is to be the premier quality food retailer in the world?
 - a. True
 - b. False
2. If you purchase items, such as a bottle of water or a sandwich, from the deli at lunch, you may discard the receipt once you have made your purchase?
 - a. True
 - b. False
3. You must contact the Publix store ____ days prior to your scheduled demo to verify that there is sufficient product in the store to support the event.
 - a. 1
 - b. 3
 - c. 5
 - d. 7
4. To guarantee the use of the correct product, you will need to match the UPC code of the sample product listed in the _____ with the corresponding item shelf tag.
 - a. Ad
 - b. Store coupon book
 - c. Website
 - d. Training Manual
5. The UPC code listed on the bar code of the product does not have to match the UPC codes of the sample product listed in the training manual and with the corresponding shelf tag.
 - a. True
 - b. False
6. You must activate your debit card ____ hours prior to your event by calling the debit card activation phone number included with your debit card.
 - a. 12
 - b. 20
 - c. 24
 - d. 36
7. The most effective way of engaging all customers is to stand _____.
 - a. In front of the table
 - b. Behind the table
 - c. At the side
 - d. 5 feet from the table
8. Standard Publix uniform is black pants or skirt, black closed toed shoes, burgundy vest, black bow tie, white, long-sleeved button down shirt, black chef's cap, and sample safe badge with name, professionally labeled on the badge, along with a friendly smile.
 - a. True
 - b. False
9. You are allowed to use a Publix shopping cart to bring your items into the store.
 - a. True
 - b. False
10. You must check out with _____ at the Customer Service desk and have documentation signed and stamped.
 - a. Security
 - b. Deli Manager
 - c. Any store Clerk
 - d. Store Manager
11. You are NOT permitted to take any product from the store, as it is the property of Publix. Unused product must be returned to _____.
 - a. PromoWorks
 - b. The shelf
 - c. Customer Service Desk
 - d. The bakery