

To

Frozen/Dairy Vendors

From

Michael Palestrini & Jeff Smith , Frozen/Dairy Category Managers

Cesar Urrea/Meat Category Manager

cc

Frozen/Dairy/Meat Buyers

Date

June 11, 2018

Subject

Publix 2018 October Cool Food for Families Program

### Purpose

This letter serves to announce and communicate the details of the 2018 Publix October Cool Foods for Families Program. This program will be exclusively for frozen & refrigerated brands.

### Program details

Publix is offering suppliers the opportunity to participate in an exciting consumer marketing program as part of the 10/13/18-10/26/18 cycle of the Publix grocery Co-op. This includes:

* Customized insert page
* All participating brands will receive:
* Co-op price point/coupon featured on [www.getthesavings.com/coolfoods](http://www.getthesavings.com/coolfoods) micro site
* Program will be supported with targeted email blasts, digital banner ads, and influencers
* Three promotional reviews of the program on [www.iheartpublix.com](http://www.iheartpublix.com) which will call out the benefits of frozen and dairy foods, the program website, the value of the offers, and each of the participating brands.

### Participation options

Participation options in this program:

* **Coupon spaces** (limited to one brand): $12,000 per coupon (Note: Program fee does not include coupon redemption)
* **Price point spaces**: $12,000 per space

### Get the savings microsite/targeted media (new for 2018)

The microsite and targeted media will be active the duration of the promotion and show customers:

* Features all reduced price points as part of the co-op page
* Replicates all coupons as part of the co-op page

Note: Customers will have the option to print these coupons from the microsite (limited to 10,000 prints per coupon)

* Targeted Email Blast – 1M shoppers close to Publix locations
* Digital Programmatic Banner Ads – 3.7M impressions
* Influencers – 2.4M reach

### iheartpublix.com

I Heart Publix is a one stop resource for all things related to Publix.

Promotion or brand reviews are supplied to I Heart Publix as paid blogs from manufacturers to further enhance product knowledge, recipes, featured activity and contest. The **Cool Foods program will be supported with two sponsored posts, one email blast, and banner advertising**. I Heart Publix has over 1.3M page views per month, the average time spent on the web site is 5.18 minutes, plus over 122,000 Facebook followers.

### Demos

Demo program overlays are available, but are outside the scope of the options for participating in this program. If suppliers would like to include demos, they should contact Frozen & Refrigerated Foods of Central Florida - Joan Sogan at 813-230-7032.

### Vendor responsibilities

The following table outlines each vendor’s responsibilities to participate in the Cool Foods for Families program

|  |  |
| --- | --- |
| Action | Due Date |
| Complete the October Cool Food for Families 2018 form and **e-mail your buyer and** **Michael.Palestrini@publix.com**Note: vendor will received notification of participation approval by 8/31/18 | 7/2/18-7/13/18 |
| Submit necessary brand artwork to PromoPoint Marketing | 7/13/18 |
| Submit payment to Frozen & Refrigerated Foods of Central Florida (shivers@coolfoods.org). | 10/1/18 |
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### Co-op information

This promotion is part of our Publix grocery co-op which is created and distributed by PromoPoint Marketing. Benefits of the co-op include

* two weeks of continuous promotion
* circulation of 4.5 million co-op flyers including
* 3.3 million in newspapers
* 1.2 million in store kiosks
* shelf tags indicating temporary price reduction savings (for price points only) and
* brand specific shelf signs reflecting coupon offer or reduced price point

### Questions

For questions about this program, contact the following

* your buyer or
* Joan Sogan - Frozen & Refrigerated Foods of Central Florida 813.230.7032