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## PUBLIX SUPER MARKETS, INC.

Corporate Office  
3300 Publix Corporate Parkway  
Lakeland, Florida 33811

Proxy Card Address  
P.O. Box 32040  
Lakeland, Florida 33802-2040

### 2010 NOTICE OF ANNUAL MEETING OF STOCKHOLDERS TO BE HELD ON APRIL 13, 2010

To Our Stockholders:

Notice is hereby given that the Annual Meeting of Stockholders of Publix Super Markets, Inc., a Florida corporation (the Company), will be held at the corporate office of the Company, 3300 Publix Corporate Parkway, Lakeland, Florida, on Tuesday, April 13, 2010, at 9:30 a.m. for the following purposes:

1. To elect a Board of Directors;
2. To transact such other business as may properly come before the meeting or any adjournments thereof.

Accompanying the Notice of Annual Meeting of Stockholders is a Proxy Statement and a proxy card. Whether or not you plan to attend this meeting, please vote your shares by completing, signing, dating and promptly mailing the enclosed proxy card in the envelope provided.

By order of the Board of Directors,



John A. Attaway, Jr.  
Secretary

Lakeland, Florida  
March 1, 2010

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## 2010 PROXY STATEMENT

### GENERAL INFORMATION

This Proxy Statement is being mailed on or about March 11, 2010 to the stockholders of Publix Super Markets, Inc. (the Company) in connection with the solicitation of proxies by the Board of Directors of the Company for use at the Annual Meeting of Stockholders to be held on April 13, 2010 or any adjournments thereof. The cost of the enclosed proxy is borne by the Company.

### VOTING SECURITIES OUTSTANDING

As of February 5, 2010, there were 779,234,000 shares of common stock of the Company outstanding. Each share is entitled to one vote. Only stockholders of record as of the close of business on February 5, 2010 will be entitled to vote at the Annual Meeting of Stockholders.

### VOTING PROCEDURES

A stockholder giving the enclosed proxy has the power to revoke it at any time before it is exercised by filing a written notice of such revocation or a duly executed proxy bearing a later date with the Secretary of the Company at the corporate office of the Company, 3300 Publix Corporate Parkway, Lakeland, Florida 33811 or by mailing it to the Company at P.O. Box 32040, Lakeland, Florida 33802-2040. The execution of the enclosed proxy will not affect a stockholder's right to vote in person at the meeting should the stockholder later find it convenient to attend the meeting and desire to vote in person.

The proxy cards will be tabulated by employees of the Company. A stockholder attending in person or by proxy will be counted as part of the quorum for the meeting, even if that person abstains or otherwise does not vote on any matter. A majority of the outstanding shares of the Company entitled to vote, represented in person or by proxy, shall constitute a quorum. The affirmative vote of a plurality of the votes cast is required for the election of directors. A properly executed proxy marked "ABSTAIN" for the election of a particular nominee or nominees for director will not be voted for the director nominee or nominees indicated but will be counted for purposes of determining whether there is a quorum. Any other matter submitted to a vote of the stockholders will be approved if the votes cast in favor of the matter are greater than the votes cast in opposition to the matter.

### ELECTION OF DIRECTORS

The Company's By-Laws specify that the Board of Directors shall not be less than three or more than fifteen members. The exact number of directors shall be fixed by resolution of the then authorized number of directors. The Board of Directors has fixed the number of directors at nine members. The persons designated as nominees for election as a director are Carol Jenkins Barnett, Hoyt R. Barnett, William E. Crenshaw, Jane B. Finley, Sherrill W. Hudson, Charles H. Jenkins, Jr., Howard M. Jenkins, E. Vane McClurg and Maria A. Sastre. All nominees are currently directors of the Company. The proxies will be voted FOR the election of the nine nominees unless the stockholder specifies otherwise.

The term of office of the directors will be until the next annual meeting or until their successors shall be elected and qualified. If one or more of the nominees become unable or unwilling to serve at the time of the meeting, the shares represented by proxy will be voted for the remaining nominees and for any substitute nominee(s) designated by the Board of Directors or, if none, the size of the Board will be reduced accordingly. The Board of Directors does not anticipate that any nominee will be unable or unwilling to serve.

**The Board of Directors recommends a vote FOR all the nominees.**

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## INFORMATION ABOUT NOMINEES FOR DIRECTOR

The following information set forth for each of the nominees for election to the Board of Directors includes such person's principal occupation presently and during the last five years; specific experience, qualifications, attributes or skills that qualify such person to serve as a director; service as a director of public companies during the last five years; period of service as director of the Company; and age.



**Carol Jenkins Barnett**

Chairman of the Board and President of Publix Super Markets Charities, Inc. Qualifications include extensive experience leading a large foundation and serving on the Board of the Company for 26 years.

Director since 1983. Age 53.



**Hoyt R. Barnett**

Vice Chairman of the Company and Trustee of the Employee Stock Ownership Plan. Qualifications include extensive business experience serving as an Officer of the Company for 32 years and on the Board of the Company for 24 years.

Director since 1985. Age 66.



**William E. Crenshaw**

Chief Executive Officer of the Company since March 2008. Previously, President. Qualifications include extensive business experience serving as an Officer of the Company for 19 years and on the Board of the Company for 19 years.

Director since 1990. Age 59.



**Jane B. Finley**

Deloitte & Touche Professor of Accounting at Belmont University, Nashville, Tennessee. Joined Belmont in 1995 and served as Associate Dean of the Graduate Business School from 1997 to 2002 and Coordinator of the Accounting Programs from 1997 to May 2008. Received Ph.D. in Information Systems from Florida State University in 1995. Partner in the consulting practice of Deloitte & Touche LLP, Miami, Florida from 1983 to 1992. Serves on the Audit Committee as an Audit Committee financial expert. Qualifications include extensive education and experience in business and accounting and qualifying to serve as an Audit Committee financial expert.

Director since 2009. Age 63.



**Sherrill W. Hudson**

Chairman of the Board and Chief Executive Officer of TECO Energy, Inc. since 2004. Previously, Managing Partner, Deloitte & Touche LLP, Miami, Florida from 1983 until retiring in 2002. Serves on the Audit Committee as an Audit Committee financial expert. Qualifications include extensive experience in business and accounting, including serving as Chief Executive Officer of a public company, experience serving on public company boards and qualifying to serve as an Audit Committee financial expert. Currently serves as a Director of TECO Energy, Inc. and Lennar Corporation and served as a Director of The Standard Register Company until April 2008.

Director since 2003. Age 67.

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## INFORMATION ABOUT NOMINEES FOR DIRECTOR (Continued)



**Charles H. Jenkins, Jr.**

Chairman of the Board of the Company since March 2008. Previously, Chief Executive Officer. Qualifications include extensive business experience serving as an Officer of the Company for 34 years and on the Board of the Company for 35 years.

Director since 1974. Age 66.



**Howard M. Jenkins**

Chairman of the Board to March 2008. Qualifications include extensive business experience serving as an Officer of the Company for 24 years and on the Board of the Company for 32 years.

Director since 1977. Age 58.



**E. Vane McClurg**

Private investor. Previously, Attorney-at-law, law firm of Hahn McClurg, P.A. from January 2006 to December 2007 and law firm of Hahn, McClurg, Watson, Griffith & Bush. Qualifications include extensive business law and community banking experience and serving on the Board of the Company for 21 years.

Director since 1988. Age 68.



**Maria A. Sastre**

President and Chief Executive Officer of Take Stock in Children since January 2009. Previously, President of Maria Sastre & Associates since September 2008. Vice President of Sales and Marketing, Latin America and Caribbean, for Royal Caribbean International, Celebrity Cruises and Azamara Cruises, all units of Royal Caribbean Cruises, Ltd., from January 2007 to September 2008. Vice President, International, Latin America and Asia Sales and Marketing for Royal Caribbean International and Celebrity Cruises from January 2005 to December 2007 and Vice President, Total Guest Satisfaction Services and Vice President, Fleet Operations, Hotel for Royal Caribbean International from 2000 to 2004. Qualifications include extensive business experience in different industries and experience serving on public company boards. Currently serves as a Director of Darden Restaurants, Inc. and served as a Director of Laidlaw International, Inc. until October 2007.

Director since 2005. Age 54.

Carol Jenkins Barnett and Howard M. Jenkins are siblings. Hoyt R. Barnett is the husband of Carol Jenkins Barnett and brother-in-law of Howard M. Jenkins. William E. Crenshaw is the nephew of Carol Jenkins Barnett and Howard M. Jenkins. Charles H. Jenkins, Jr. is the cousin of Carol Jenkins Barnett, Howard M. Jenkins and William E. Crenshaw.

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## CORPORATE GOVERNANCE

### BOARD LEADERSHIP STRUCTURE AND ROLE IN RISK OVERSIGHT

The Company's current board leadership structure separates the board chair and principal executive officer roles into two positions. Charles H. Jenkins, Jr. is the Chairman of the Board and William E. Crenshaw is the Chief Executive Officer. At times in the past, the Company's board leadership structure has had both positions combined. The Company determines what leadership structure it deems appropriate based on factors such as the experience of the applicable individuals, the current business environment of the Company or other relevant factors. After considering these factors, the Company determined that separating the positions of Chairman of the Board and Chief Executive Officer is the appropriate board leadership structure at this time.

The Board of Directors is responsible for oversight of the Company's risk management practices while management is responsible for the day-to-day risk management processes. This division of responsibilities is the most effective approach for addressing the risks facing the Company, and the Company's board leadership structure supports this approach. The Board receives periodic reports from management regarding the most significant risks facing the Company. In addition, the Audit Committee assists the Board in its oversight role by receiving periodic reports regarding the Company's risk and control environment.

### BOARD MEETINGS

The Board of Directors held four meetings during 2009. All directors attended all meetings of the Company's Board of Directors held in 2009 except one director who missed one Board of Directors meeting. In addition, all directors attended all Board committee meetings except one director who missed one committee meeting. The Company does not have a specific policy regarding director attendance at the Annual Meeting of Stockholders; however, all directors attended the last Annual Meeting of Stockholders on April 14, 2009. Prior to the Annual Meeting of Stockholders on April 14, 2009, the Board of Directors consisted of Carol Jenkins Barnett, Hoyt R. Barnett, William E. Crenshaw, Sherrill W. Hudson, Charles H. Jenkins, Jr., Chairman, Howard M. Jenkins, E. Vane McClurg, Kelly E. Norton and Maria A. Sastre. Beginning with the Annual Meeting of Stockholders on April 14, 2009, the Board of Directors consisted of Carol Jenkins Barnett, Hoyt R. Barnett, William E. Crenshaw, Jane B. Finley, Sherrill W. Hudson, Charles H. Jenkins, Jr., Chairman, Howard M. Jenkins, E. Vane McClurg and Maria A. Sastre.

### DIRECTOR INDEPENDENCE

The Board of Directors has determined that Jane B. Finley, Sherrill W. Hudson, E. Vane McClurg and Maria A. Sastre are independent as defined by the rules of the New York Stock Exchange. The Company is not a listed issuer on a national securities exchange but has chosen the definition of director independence contained in the rules of the New York Stock Exchange as the Company's director independence standards. The Company does not have a majority of independent directors.

In determining independence, the Board of Directors reviews whether directors have any material relationship with the Company. The Board of Directors considers all relevant facts and circumstances. In assessing the materiality of a director's relationship with the Company, the Board of Directors considers the issues from the director's standpoint and from the perspective of the persons or organizations with which the director has an affiliation. The Board reviews commercial, industrial, consulting, legal, accounting, charitable and family relationships. An independent director must not have any material relationship with the Company, either directly or indirectly, that would interfere with the exercise of independent judgment in carrying out the responsibilities of a director.

In applying its independence standards for each director identified as independent, the Board of Directors determined that Jane B. Finley, E. Vane McClurg and Maria A. Sastre have no material relationship with the Company other than as a director. The Board of Directors considered the fact that Sherrill W. Hudson serves as Chairman and Chief Executive Officer of TECO Energy, Inc., a provider of energy to the Company. The Board of Directors determined that Mr. Hudson's position with TECO Energy, Inc. does not interfere with the exercise of his independent judgment in that (1) payments made by the Company to TECO Energy, Inc. are less than 2% of TECO Energy, Inc.'s consolidated gross revenue and (2) TECO Energy, Inc. operates a regulated public utility which charges the Company rates in conformity with applicable regulatory authority.

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## CORPORATE GOVERNANCE (Continued)

### COMMITTEES

The Board of Directors had the following committees during 2009, each of which is described below: Executive, Compensation, Audit, Corporate Governance and Nominating.

The Executive Committee's primary responsibility is to act on behalf of the Board of Directors between meetings of the Board. During 2009, the Executive Committee held six meetings and consisted of Hoyt R. Barnett, William E. Crenshaw, Charles H. Jenkins, Jr. and Howard M. Jenkins, Chairman. All committee members attended all meetings of the Executive Committee.

The Compensation Committee has responsibility for reviewing and setting the salary and benefits structure of the Company with respect to its named executive officers. The Committee is appointed by the Board of Directors to (1) assist the Board of Directors in evaluating the compensation of the Chief Executive Officer and other named executive officers and (2) assure that the Chief Executive Officer and other named executive officers are compensated effectively in a manner consistent with the compensation philosophy of the Company. The Compensation Committee operates under a written charter, a copy of which is posted on the Company's website at [www.publix.com/stock](http://www.publix.com/stock). During 2009, the Compensation Committee held three meetings. Prior to the Annual Meeting of Stockholders on April 14, 2009, the Compensation Committee held two meetings and consisted of Sherrill W. Hudson, E. Vane McClurg and Kelly E. Norton, Chairman. Subsequent to the Annual Meeting of Stockholders on April 14, 2009, the Compensation Committee held one meeting and consisted of Jane B. Finley, Sherrill W. Hudson and E. Vane McClurg, Chairman. All of the members are independent as defined by the rules of the New York Stock Exchange. All Compensation Committee members attended all meetings except one member who missed one Compensation Committee meeting.

The Audit Committee has responsibility to the Board of Directors for assessing the processes related to the Company's risk and control environment, overseeing the financial reporting and evaluating the internal and independent audit processes. The Audit Committee operates under a written charter, a copy of which is posted on the Company's website at [www.publix.com/stock](http://www.publix.com/stock). The Audit Committee reviews and reassesses the charter annually and recommends any changes to the Board of Directors for approval. During 2009, the Audit Committee held four meetings. Prior to the Annual Meeting of Stockholders on April 14, 2009, the Audit Committee held one meeting and consisted of Sherrill W. Hudson, Chairman, Kelly E. Norton and Maria A. Sastre. Subsequent to the Annual Meeting of Stockholders on April 14, 2009, the Audit Committee held three meetings and consisted of Jane B. Finley, Sherrill W. Hudson, Chairman, and Maria A. Sastre. All of the members are independent as defined by Rule 10A-3 of the Securities Exchange Act of 1934 and the rules of the New York Stock Exchange. The Board of Directors has also determined that Jane B. Finley and Sherrill W. Hudson are audit committee financial experts as defined by the rules of the Securities and Exchange Commission. All Audit Committee members attended all meetings.

The Corporate Governance Committee has responsibility for reviewing and reporting to the Board of Directors on matters of corporate governance such as practices, policies and procedures affecting directors and the Board's operations and effectiveness. The Corporate Governance Committee is also responsible for recommending the amount and form of director compensation independent of management. The Corporate Governance Committee operates under a written charter. During 2009, the Corporate Governance Committee held four meetings. Prior to the Annual Meeting of Stockholders on April 14, 2009, the Corporate Governance Committee held two meetings and consisted of E. Vane McClurg, Chairman, Kelly E. Norton and Maria A. Sastre. Subsequent to the Annual Meeting of Stockholders on April 14, 2009, the Corporate Governance Committee held two meetings and consisted of Hoyt R. Barnett, E. Vane McClurg, Chairman, and Maria A. Sastre. A majority of the members are independent as defined by the rules of the New York Stock Exchange and a majority of the members are outside directors as defined by the Company's Corporate Governance Guidelines. All Corporate Governance Committee members attended all meetings.

The Nominating Committee has responsibility for reviewing and reporting to the Board of Directors on matters of Board nominations. This includes reviewing potential candidates and proposing nominees to the Board of Directors. The Nominating Committee operates under a written charter, a copy of which is posted on the Company's website at [www.publix.com/stock](http://www.publix.com/stock). During 2009, the Nominating Committee held one meeting and consisted of Hoyt R. Barnett, Chairman, Charles H. Jenkins, Jr., Howard M. Jenkins and E. Vane McClurg. All Nominating Committee members attended the meeting. A majority of the Nominating Committee members were not independent in 2009 as defined by the rules of the New York Stock Exchange. In the opinion of the Board, each Nominating Committee member has the ability to make objective decisions independent of management.

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## **CORPORATE GOVERNANCE (Continued)**

The Company has no formal policy regarding the consideration of any director candidates recommended by stockholders. However, the Nominating Committee considers recommendations for director candidates from several sources, including stockholders. In general, candidates must meet minimum qualifications for directors as set forth in the Company's Corporate Governance Guidelines. The candidates also must have any additional qualifications identified by the Nominating Committee as may be currently required to maintain the appropriate balance of knowledge, experience and expertise on the Board of Directors. Candidate recommendations, together with appropriate biographical information, should be sent to the Chairman of the Nominating Committee, c/o Secretary, Publix Super Markets, Inc., P.O. Box 407, Lakeland, Florida 33802-0407.

The Nominating Committee has no formal policy regarding the consideration of diversity for its director candidates. In evaluating candidates for the Board of Directors, the Nominating Committee seeks to maintain a balance of diverse business experience, education, skills and other individual qualities and attributes in order to maximize the effectiveness of the Board of Directors. The Nominating Committee also considers the specific skills necessary for candidates to effectively participate on certain Board committees. The candidates should possess the highest personal and professional ethics, integrity and values and be committed to representing the long-term interests of the stockholders. In addition, selection criteria may include, but not necessarily be limited to, the following:

- no conflict of interest
- willingness to devote adequate time and effort to Board responsibilities
- ability to work with current Board of Directors
- ability to assess corporate strategy
- willingness to provide management oversight
- broad business experience, judgment and leadership
- significant years of management experience in a senior policy-making position
- knowledge of the supermarket business or other retail business and
- knowledge of business trends including, but not limited to, relevant regulatory affairs.

## **COMMUNICATION WITH DIRECTORS**

Any stockholder or other party interested in communicating with the Board of Directors, either as a group or with an individual member of the Board of Directors, may do so by writing c/o Secretary, Publix Super Markets, Inc., P.O. Box 407, Lakeland, Florida 33802-0407. All communications to the Board of Directors or a specified individual director will be provided to the Board of Directors or the specified individual director at the next Board meeting following receipt of the communication. However, if the Secretary determines the nature of the communication requires the immediate attention of the Board of Directors or the specified individual director, the communication will be provided as soon as reasonably possible.

## **COMPENSATION COMMITTEE INTERLOCKS AND INSIDER PARTICIPATION**

There were no interlocks of the executive officers or directors of the Company serving on the compensation or equivalent committee of another entity which has any executive officer or director serving on the Compensation Committee, other committee or Board of Directors of the Company.

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## BENEFICIAL OWNERSHIP OF SECURITIES

The following table sets forth certain information about the shares of the Company's common stock beneficially owned as of the close of business on February 5, 2010 by each of the Company's nominees for director, each executive officer named in the Summary Compensation Table and all directors and executive officers as a group. Additionally, the table includes the persons (including any group deemed a "person" under Rule 13d-3 of the Securities Exchange Act of 1934) known by the Company to be a beneficial owner of more than 5% of the Company's outstanding common stock.

Name of beneficial owner	Number of shares of common stock		% of class
	beneficially owned as of February 5, 2010 (1)		
Carol Jenkins Barnett	45,275,331	(2) (4)	5.81
Hoyt R. Barnett	8,153,060	(2) (3) (4)	1.05
William E. Crenshaw	9,231,643	(4) (5) (6) (7)	1.18
Jane B. Finley	4,615		*
Sherrill W. Hudson	15,000	(5)	*
Charles H. Jenkins, Jr.	8,299,901	(5)	1.07
Howard M. Jenkins	23,471,501	(4) (5) (6) (7) (8)	3.01
E. Vane McClurg	5,184,040	(4) (5) (8)	*
Maria A. Sastre	6,761	(5)	*
John A. Attaway, Jr.	41,424	(5) (6)	*
Laurie Z. Douglas	71,953	(5) (6)	*
Randall T. Jones, Sr.	53,158	(5) (6)	*
David P. Phillips	267,891	(4) (5) (6)	*
Employee Stock Ownership Plan (ESOP)	245,845,899	(3)	31.55
401(k) Plan	55,690,646	(9)	7.15
All directors and executive officers as a group (34)	100,148,697	(4) (5) (6) (7)	12.85

\* Shares represent less than 1% of common stock.

- (1) "Beneficially owned" means the sole or shared voting or investment power with respect to the Company's common stock. Unless otherwise indicated, the individual has sole voting and investment power with respect to the shares shown as beneficially owned. In accordance with the beneficial ownership regulations, the same shares of common stock may be included as beneficially owned by more than one individual or entity. The address for all beneficial owners is 3300 Publix Corporate Parkway, Lakeland, Florida 33811 with a mailing address of Post Office Box 407, Lakeland, Florida 33802-0407.
- (2) Total shares beneficially owned by Ms. Barnett include 4,665,794 shares of common stock also shown as beneficially owned by her husband, Mr. Barnett, but exclude 3,487,266 shares beneficially owned by Mr. Barnett as to which Ms. Barnett disclaims beneficial ownership. Total shares beneficially owned by Mr. Barnett exclude 40,609,537 shares beneficially owned by Ms. Barnett, as to which Mr. Barnett disclaims beneficial ownership.
- (3) Total shares beneficially owned by Mr. Barnett exclude 245,594,990 shares of common stock also shown as beneficially owned by the Company's ESOP. Mr. Barnett is Trustee of the ESOP. He exercises sole voting power over 3,792,371 shares owned by the ESOP. For ESOP shares allocated to participants' accounts, Mr. Barnett will vote the shares as instructed by participants; however, he will vote the shares at his discretion if no instruction is received from participants.
- (4) These shares include the following number of shares of common stock held indirectly for which the individual has sole voting and investment power: Ms. Barnett, 7,555 shares; Mr. Barnett, 2,933,904 shares; Mr. Crenshaw, 7,124,650 shares; Mr. H. Jenkins, 3,050 shares; Mr. McClurg, 1,027,016 shares; Mr. Phillips, 30,890 shares; and the directors and executive officers as a group, 13,068,354 shares.
- (5) These shares include the following number of shares of common stock held directly or indirectly for which the individual has shared voting and investment power: Mr. Crenshaw, 97,412 shares; Mr. Hudson, 12,500 shares; Mr. C. Jenkins, Jr., 2,626,935 shares; Mr. H. Jenkins, 19,970,080 shares; Mr. McClurg, 502,260 shares; Ms. Sastre, 2,561 shares; Mr. Attaway, 23,465 shares; Ms. Douglas, 59,189 shares; Mr. Jones, 2,250 shares; Mr. Phillips, 48,075 shares; and the directors and executive officers as a group, 28,584,909 shares.

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## **BENEFICIAL OWNERSHIP OF SECURITIES (Continued)**

- (6) These shares include the following number of shares of common stock held indirectly for which the individual has sole voting and shared investment power: Mr. Crenshaw, 168,423 shares; Mr. H. Jenkins, 190,793 shares; Mr. Attaway, 17,959 shares; Ms. Douglas, 2,264 shares; Mr. Jones, 49,273 shares; Mr. Phillips, 60,826 shares; and the directors and executive officers as a group, 1,841,842 shares.
- (7) These shares include the following number of shares of common stock for which the individual has pledged the shares as collateral: Mr. Crenshaw, 744,000 shares; Mr. H. Jenkins, 1,414,532 shares; and the directors and executive officers as a group, 2,225,282 shares.
- (8) These shares exclude the following number of shares of common stock as to which beneficial ownership is disclaimed: Mr. H. Jenkins, 8,071,870 shares; and Mr. McClurg, 50,250 shares.
- (9) Tina P. Johnson is Trustee of the Company's common stock held in the 401(k) Plan, which is the record owner of 55,690,646 shares of common stock over which she has sole voting and shared investment power.

## **SECTION 16(a) BENEFICIAL OWNERSHIP REPORTING COMPLIANCE**

Under Section 16 of the Securities Exchange Act of 1934, certain officers, directors and stockholders of the Company are required to file reports of stock ownership and changes therein with the Securities and Exchange Commission. The Company believes that its officers, directors and stockholders complied with the Section 16 filing requirements.

## **CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS**

The Board of Directors has adopted a written Related Party Transactions Policy that delegates to the Corporate Governance Committee the authority to approve or disapprove of the entry into Related Party Transactions. The Corporate Governance Committee is responsible for reviewing the material facts of all Related Party Transactions and either approving or disapproving the entry into a Related Party Transaction. In determining whether to approve or disapprove a Related Party Transaction, the Corporate Governance Committee takes into account, among other factors it deems appropriate, whether the Related Party Transaction is on terms no less favorable than terms generally available to an unaffiliated third party under the same or similar circumstances as well as the extent of the Related Party's interest in the transaction. No director participates in any discussion or approval of a Related Party Transaction for which he or she is a Related Party. The Company defines a Related Party Transaction in its Related Party Transactions Policy as follows:

A "Related Party Transaction" is any transaction, arrangement or relationship or series of similar transactions, arrangements or relationships (including any indebtedness or guarantee of indebtedness) in which (1) the aggregate amount involved will or may be expected to exceed \$120,000 in any calendar year, (2) the Company is a participant, and (3) any Related Party (as defined below) has or will have a direct or indirect interest (other than solely as a result of being a director or a less than 10% beneficial owner of another entity).

A "Related Party" is any (1) person who is or was (since the beginning of the last fiscal year for which the Company has filed a Form 10-K and proxy statement, even if they do not presently serve in that role) an Officer, Director or Nominee for election as a Director, (2) greater than 5% beneficial owner of the Company's common stock, (3) immediate family member of any of the foregoing, or (4) firm, corporation or other entity in which any of the foregoing persons is employed or is a general partner or principal or in a similar position or in which such person has a 5% or greater beneficial ownership interest. Immediate family member includes a person's spouse, parents, stepparents, children, stepchildren, siblings, mothers- and fathers-in-law, sons- and daughters-in-law, and brothers- and sisters-in-law and anyone residing in such person's home (other than a tenant or employee).

During 2009, the Company purchased approximately \$2,217,000 of food products from Alma Food Imports, Inc., a company owned by Julia Jenkins Fancelli, sister of Howard M. Jenkins and Carol Jenkins Barnett, aunt of William E. Crenshaw, cousin of Charles H. Jenkins, Jr. and sister-in-law of Hoyt R. Barnett. The Corporate Governance Committee determined that the terms of the foregoing transactions are no less favorable than terms that could have been obtained from unaffiliated parties.

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## EXECUTIVE COMPENSATION

### COMPENSATION DISCUSSION AND ANALYSIS

The Compensation Discussion and Analysis includes the following: (1) an overview of the Compensation Committee of the Board of Directors, (2) the compensation philosophy of the Company and (3) the components of executive compensation.

#### Overview of the Compensation Committee

The Compensation Committee's primary responsibilities include evaluating the Company's philosophy regarding executive compensation and evaluating and determining the compensation of the named executive officers. These responsibilities may not be delegated other than to the Board of Directors. The Compensation Committee has the authority under its charter to engage the services of outside advisors, experts and others to assist it. During 2009, the Compensation Committee did not engage any such advisors. All of the members of the Compensation Committee of the Board of Directors are independent as defined by the rules of the New York Stock Exchange.

The Chief Executive Officer and certain other members of management are invited to attend all or a portion of a Compensation Committee meeting depending on the nature of the agenda items, but the members of management do not vote on items before the Compensation Committee. However, the Compensation Committee solicits the views of the Chief Executive Officer on compensation matters, including as they relate to the compensation of other named executive officers reporting to the Chief Executive Officer. The Compensation Committee works with members of management to determine the agenda for each meeting, and management prepares the applicable meeting materials.

#### Compensation Philosophy

The Company includes in its employee handbook the following compensation philosophy for all employees (referred to as "associates" below):

*As a food retailer in a highly competitive market, Publix recognizes that our associates are our primary asset and contribute to our competitive advantage. To achieve our mission, Publix must continue to attract, retain, motivate and reward highly qualified associates. To fulfill this responsibility we strive to:*

- *offer pay and benefits that contribute to our associates' financial security now and at retirement*
- *offer wages that are competitive within our local markets*
- *provide benefits that meet the diverse needs of our associates*
- *reward associates for premier performance*
- *provide opportunity for future rewards as a result of promotion from within*
- *educate our associates on pay and benefits and*
- *ensure equal opportunity in all aspects of pay and benefits.*

The Company's compensation objective for its named executive officers is the same as for all employees indicated above: to attract, retain, motivate and reward highly qualified individuals.

In addition, the Compensation Committee considers additional factors when determining the compensation of the named executive officers. These factors include (1) the overall level of responsibility and the relationship to compensation levels of the Company's management, (2) the compensation levels of executive officers of companies in the Company's Peer Group Index, taking into account the size and financial performance of the Company, (3) anticipated competitive operating conditions and (4) overall economic conditions.

The Compensation Committee uses publicly available compensation data to review the compensation levels of named executive officers of companies in the Company's Peer Group Index. The review includes base pay and bonus pay components, focusing on cash compensation since the Company does not have any non-cash compensation such as stock options. The Compensation Committee also compares the financial results of these companies to the Company's results. Although the Company's financial results are generally superior to the companies in its Peer Group Index, the compensation of the Company's named executive officers is generally less than, and in some cases significantly less than, the compensation of the named executive officers in its Peer Group Index. Therefore, the Compensation Committee believes the compensation for its named executive officers reflects its position that compensation should be set at responsible levels and be consistent with the Company's constant focus on controlling costs in its low margin business.

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## EXECUTIVE COMPENSATION (Continued)

### Components of Executive Compensation

The Company's executive compensation includes the following components: base salary, incentive bonus plan, retirement benefits and other benefits. With the exception of the incentive bonus plan which has approximately 320 participants, these components are available to all or large numbers of employees. The Company does not have a specific compensation program focused on its named executive officers.

#### *Base Salary*

The named executive officers are paid a base salary that is generally reviewed annually. As indicated, the factors considered in determining the base salaries of the named executive officers include (1) the overall level of responsibility and the relationship to compensation levels of the Company's management, (2) the compensation levels of executive officers of companies in the Company's Peer Group Index, taking into account the size and financial performance of the Company, (3) anticipated competitive operating conditions and (4) overall economic conditions. These factors are considered in conjunction with the performance of the named executive officers and the results of the Company. There are no significant differences in the compensation policies for its individual named executive officers.

The named executive officers did not receive raises in 2009 due to the emphasis on factor (4) above, poor economic conditions. In addition, William E. Crenshaw requested that the Compensation Committee also not increase his base salary in 2010 due to the continued weakness in factor (4). The Compensation Committee approved Mr. Crenshaw's request. The base salaries for the named executive officers are listed in the Summary Compensation Table. The pay differences between the named executive officers are considered appropriate for their levels of responsibility.

#### *Incentive Bonus Plan*

The Company provides an incentive bonus plan. The purpose of this plan is to provide an incentive in the form of an annual cash bonus to all executive officers and certain staff employees of the Company for achieving the Company's sales and profit goals. The incentive bonus plan is approved by the Compensation Committee as to executive officers and by the Executive Committee as to staff employees. Although the Company has a defined method for calculating the incentive bonus, these committees retain the right to alter or discontinue the incentive bonus at their discretion at any time for the employees within their approval authority. To date, however, such discretion has not been exercised.

The incentive bonus compensates the executive officers and staff employees for their services during the calendar year, and the applicable employees must be employed with the Company at the end of the calendar year to participate in the incentive bonus. The annual bonuses are paid in the year following the year earned.

The Company's incentive bonus plan is based on a target bonus equal to two months pay for all full incentive bonus participants (participants generally transition into the incentive bonus plan over a two-year period). The formula for the incentive bonus plan is determined so that if the sales and target profit goals for the fiscal year are achieved, the participants in the incentive bonus, including the named executive officers, will receive the target bonus of two months pay. The incentive bonus is more or less than the target bonus based on the Company's actual results compared to its sales and target profit goals. If the sales goal is not achieved, the incentive bonus pool, calculated using the profit goal based formula, is reduced by 5% for every 1% that actual sales are less than the sales goal. If the sales goal is exceeded, the incentive bonus pool is increased by 5% for every 1% that actual sales are greater than the sales goal. No incentive bonus is paid unless greater than 80% of the target profit is achieved.

In general, the incentive bonus pool is allocated to the executive officers and staff employees according to their relative base compensation amounts paid to them during the calendar year for which the incentive bonus is being paid. The incentive bonus is designed to award participants, including the named executive officers, based on the Company achieving its sales and target profit goals for the fiscal year and not on their individual performance. The likelihood of the named executive officers receiving the two month target bonus is dependent on the Company's sales and profit results for the current year which are dependent on many factors, including competitor activities and economic conditions.

Over the past five fiscal years including 2009, incentive bonus participants, including the named executive officers, received the target bonus of two months or more in three of the five years. The incentive bonus participants, including the named executive officers, will receive the target bonus of two months for 2009. The Company expects the prior results of achieving the target bonus in some years and not achieving it in other years to continue. Whether the target bonus is achieved is dependent on many factors, including competitor activities and economic conditions.

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## EXECUTIVE COMPENSATION (Continued)

### *Retirement Benefits*

The Company has a trustee, noncontributory defined contribution plan, the ESOP, for the benefit of eligible employees. The amount of the Company's discretionary contribution to the ESOP is determined annually by the Board of Directors and can be made in the form of Company common stock or cash. The Company's contribution to the ESOP is allocated to all eligible participants on the basis of compensation, and the ESOP does not discriminate, in scope, terms or operation, in favor of the named executive officers. Non-employee directors of the Company's Board of Directors do not participate in the ESOP. Company contribution amounts earned by the named executive officers are listed in the Summary Compensation Table.

The Company does not have any supplemental executive retirement plans. Therefore, due to the maximum annual compensation limit for retirement plans established by federal law, the named executive officers did not receive Company contributions under the ESOP for their 2009 compensation in excess of \$245,000.

The Company has a 401(k) Plan for the benefit of eligible employees. The 401(k) Plan is a voluntary defined contribution plan. Eligible employees may contribute up to 10% of their eligible annual compensation, subject to the maximum contribution limits established by federal law. The Company may make a discretionary annual matching contribution to eligible participants of the 401(k) Plan as determined by the Board of Directors. During 2009, the Board of Directors approved a match of 50% of eligible contributions up to 3% of eligible compensation, not to exceed a maximum match of \$750 per employee. The match, which is determined as of the last day of the 401(k) Plan year and paid in the subsequent year, is in the form of common stock of the Company. The 401(k) Plan does not discriminate, in scope, terms or operation, in favor of the named executive officers. Non-employee directors of the Company's Board of Directors do not participate in the 401(k) Plan. Company matching contributions earned by the named executive officers are listed in the Summary Compensation Table.

### *Other Benefits*

The Company's group health, dental, vision and supplemental life insurance plans are available to eligible full-time and part-time employees, and the group life insurance and long-term disability plans are available to eligible full-time employees. These plans do not discriminate, in scope, terms or operation, in favor of the named executive officers. Non-employee directors of the Company's Board of Directors do not participate in the plans.

The Company does not provide country club memberships, personal use of Company airplanes, tax and financial planning services or other perquisites frequently offered to executive officers. Prior to July 1, 2009, four of the named executive officers used a company provided vehicle. Beginning July 1, 2009, the named executive officers no longer use a company provided vehicle but receive a vehicle allowance. The total value for 2009 of the personal use of the company provided vehicle and the vehicle allowance is less than \$10,000 per named executive officer.

In addition, the Company does not provide the following forms of compensation or arrangements frequently offered to executive officers:

- long-term cash incentives
- stock options, stock awards or other equity incentives
- deferred compensation plans or
- employment contracts/change in control agreements/severance agreements.

The Company does not provide compensation that is directly tied to the results of the Company's common stock performance. However, since the retirement benefits under the ESOP are substantially in the form of Company common stock, there is a long-term link between compensation paid to the named executive officers and any gain realized by the Company's stockholders.

### *Tax Deductibility of Executive Compensation*

A limitation on deductibility of compensation may occur under Section 162(m) of the Internal Revenue Code which generally limits the tax deductibility of compensation paid by a company to its chief executive officer and certain other highly compensated executive officers to \$1,000,000. This limit does not apply to company ESOP and 401(k) Plan contributions. There is also an exception to the limit on deductibility for performance-based compensation that meets certain requirements.

The Company does not have a policy that limits the compensation of executive officers to the amount deductible for tax purposes; however, none of the Company's executive officers have received compensation which would exceed the deductible amount.

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## EXECUTIVE COMPENSATION (Continued)

### Recovery of Compensation

Section 304 of the Sarbanes-Oxley Act of 2002 requires the chief executive officer and chief financial officer to repay to the Company certain amounts received by such officers if the Company restates its financial statements as a result of financial reporting misconduct. The amounts to be repaid consist of (1) any bonus or other incentive-based or equity-based compensation received from the Company during the 12 month period following the filing of the financial statements in question and (2) any profits realized from the sale of the Company's stock during that 12 month period. In addition, to the extent permitted by applicable law, the Company may recover incentive compensation from others as a result of such financial reporting misconduct. In such a situation, the Board of Directors would exercise its judgment to determine what action it deems appropriate, including recovery of the incentive payments.

### Compensation Compared to Peer Group Index Companies

The compensation earned by the named executive officers in the following Summary Compensation Table ranks at or near the bottom of compensation earned by comparable positions among the Company's Peer Group Index companies included in the performance graphs in the Company's Form 10-K and this Proxy Statement.

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## EXECUTIVE COMPENSATION (Continued)

### Summary Compensation Table

The following Summary Compensation Table provides information concerning the compensation of the Company's Chief Executive Officer and the four other named executive officers for 2009, 2008 and 2007. However, information for Mr. Jones is not provided for 2007 as he was not a named executive officer of the Company during that year.

Name and Principal Positions, ( ) Years of Service	Year	Salary	Bonus	Stock Awards	Option Awards	Non-Equity Incentive Plan Compensation (1)	Change in Pension Value and Nonqualified Deferred Compensation Earnings	All Other Compensation	Total
William E. Crenshaw (35) Chief Executive Officer	2009	\$777,400	-	-	-	\$118,955	-	\$20,350 (2)	\$916,705
	2008	754,000	-	-	-	21,166	-	20,300 (2)	795,466
	2007	657,180	-	-	-	95,313	-	22,608 (2)	775,101
Randall T. Jones, Sr. (30) President	2009	622,193	-	-	-	95,206	-	20,350 (2)	737,749
	2008	609,140	-	-	-	17,099	-	20,300 (2)	646,539
David P. Phillips (25) Chief Financial Officer and Treasurer	2009	610,870	-	-	-	93,473	-	20,350 (2)	724,693
	2008	596,950	-	-	-	16,757	-	20,300 (2)	634,007
	2007	542,930	-	-	-	78,743	-	22,608 (2)	644,281
Laurie Z. Douglas (4) Senior Vice President and Chief Information Officer	2009	517,400	-	-	-	79,170	-	20,350 (2)	616,920
	2008	505,600	-	-	-	14,193	-	20,300 (2)	540,093
	2007	465,650	-	-	-	67,535	-	22,608 (2)	555,793
John A. Attaway, Jr. (12) Senior Vice President, General Counsel and Secretary	2009	416,000	-	-	-	63,655	-	20,350 (2)	500,005
	2008	404,380	-	-	-	11,351	-	40,300 (3)	456,031
	2007	363,055	-	-	-	52,655	-	22,608 (2)	438,318

- (1) Amounts in this column include incentive bonus plan payments earned in the applicable year but paid in the subsequent year.
- (2) Amounts represent the Company's estimated contributions to the ESOP and 401(k) Plan for 2009 and 2008 and the actual contributions for 2007. The actual contributions for 2008 for all named executive officers was \$20,197.
- (3) Amount represents the Company's contributions to the ESOP and 401(k) Plan and a special bonus of \$20,000.

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## EXECUTIVE COMPENSATION (Continued)

### Grants of Plan-Based Awards

Name	Grant Date	Actual Payouts Under Non-Equity Incentive Plan Awards (1)			Estimated Future Payouts Under Equity Incentive Plan Awards			All Other Stock Awards: Number of Shares of Stock or Units (#)	All Other Option Awards: Number of Securities Underlying Options (#)	Exercise or Base Price of Option Awards (\$/Sh)
		Threshold (\$)	Target (\$)	Max (\$)	Threshold (#)	Target (#)	Max (#)			
William E. Crenshaw Chief Executive Officer	2009	-	\$118,955	-	-	-	-	-	-	-
	2008	-	21,166	-	-	-	-	-	-	-
	2007	-	95,313	-	-	-	-	-	-	-
Randall T. Jones, Sr. President	2009	-	95,206	-	-	-	-	-	-	-
	2008	-	17,099	-	-	-	-	-	-	-
David P. Phillips Chief Financial Officer and Treasurer	2009	-	93,473	-	-	-	-	-	-	-
	2008	-	16,757	-	-	-	-	-	-	-
	2007	-	78,743	-	-	-	-	-	-	-
Laurie Z. Douglas Senior Vice President and Chief Information Officer	2009	-	79,170	-	-	-	-	-	-	-
	2008	-	14,193	-	-	-	-	-	-	-
	2007	-	67,535	-	-	-	-	-	-	-
John A. Attaway, Jr. Senior Vice President, General Counsel and Secretary	2009	-	63,655	-	-	-	-	-	-	-
	2008	-	11,351	-	-	-	-	-	-	-
	2007	-	52,655	-	-	-	-	-	-	-

(1) Amounts in this column include incentive bonus plan payments earned in the applicable year but paid in the subsequent year. These incentive bonus plan payments are the same payments disclosed in the Summary Compensation Table as Non-Equity Incentive Plan Compensation.

The Company does not have any stock or option award plans that are applicable for inclusion in this table.

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## EXECUTIVE COMPENSATION (Continued)

### Outstanding Equity Awards

Name	Option Awards					Stock Awards			
	Number of Securities Underlying Unexercised Options (#) Exercisable	Number of Securities Underlying Unexercised Options (#) Unexercisable	Equity Incentive Plan Awards: Number of Securities Underlying Unexercised Options (#)	Option Exercise Price (\$)	Option Expiration Date	Number of Shares or Units of Stock That Have Not Vested (#)	Market Value of Shares or Units of Stock That Have Not Vested (\$)	Equity Incentive Plan Awards: Number of Unearned Shares, Units or Other Rights That Have Not Vested (#)	Equity Incentive Plan Awards: Market or Payout Value of Unearned Shares, Units or Other Rights That Have Not Vested (\$)

The Company does not have any stock or option award plans so this table is not applicable.

### Option Exercises and Stock Vested

Name	Option Awards		Stock Awards	
	Number of Shares Acquired on Exercise (#)	Value Realized on Exercise (\$)	Number of Shares Acquired on Vesting (#)	Value Realized on Vesting (\$)

The Company does not have any stock or option award plans so this table is not applicable.

### Pension Benefits

Name	Plan Name	Number of Years of Credited Service (#)	Present Value of Accumulated Benefit (\$)	Payments During Last Fiscal Year (\$)

The Company does not have any pension benefits so this table is not applicable.

### Nonqualified Deferred Compensation

Name	Executive Contributions in Last Fiscal Year (\$)	Registrant Contributions in Last Fiscal Year (\$)	Aggregate Earnings in Last Fiscal Year (\$)	Aggregate Withdrawals/Distributions (\$)	Aggregate Balance at Last Fiscal Year End (\$)

The Company does not have any deferred compensation plans so this table is not applicable.

## COMPENSATION COMMITTEE REPORT

The Compensation Committee reviewed and discussed the Compensation Discussion and Analysis with management. Based on this review and discussion with management, the Compensation Committee recommended to the Board of Directors that the Compensation Discussion and Analysis be included in this Proxy Statement.

This report is submitted by the following members of the Compensation Committee at the end of 2009: Jane B. Finley, Sherrill W. Hudson and E. Vane McClurg, Chairman.

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## NON-EMPLOYEE DIRECTOR COMPENSATION

During 2009, non-employee directors received a quarterly retainer of \$12,150 for serving on the Board of Directors, members of the Audit Committee received a quarterly retainer of \$2,750 for serving on the Audit Committee and members of the Corporate Governance Committee received a quarterly retainer of \$1,500 for serving on the Corporate Governance Committee. No fees are paid for attendance at Committee meetings. The Company pays for travel and lodging expenses for directors in connection with their attendance at various meetings. Previously, the Company periodically transported directors to and from such meetings in a Company airplane. This practice was discontinued in late 2009.

The Company has a Non-Employee Directors Stock Purchase Plan for the benefit of eligible directors. Under the plan, eligible non-employee directors may purchase shares of the Company's common stock at the current fair market value during specific time periods subject to certain limitations. The provisions of this plan are generally the same as the provisions of the Company's Employee Stock Purchase Plan.

The following table summarizes non-employee director compensation for 2009. Directors that are employees of the Company do not receive additional compensation for service on the Board of Directors or as members of any of its committees.

### Non-Employee Director Compensation

Name	Fees Earned or Paid in Cash	Stock Awards	Non-Equity Incentive Plan Compensation	Change in Pension Value and Nonqualified Deferred Compensation Earnings	All Other Compensation	Total
Carol Jenkins Barnett	\$48,600	-	-	-	-	\$48,600
Jane B. Finley	44,700	-	-	-	-	44,700
Sherrill W. Hudson	59,600	-	-	-	-	59,600
Charles H. Jenkins, Jr.	48,600	-	-	-	-	48,600
Howard M. Jenkins	48,600	-	-	-	-	48,600
E. Vane McClurg	54,600	-	-	-	-	54,600
Kelly E. Norton	16,400	-	-	-	-	16,400
Maria A. Sastre	65,600	-	-	-	-	65,600

## AUDIT COMMITTEE REPORT

Management is responsible for the Company's internal controls and the financial reporting process. The Company's independent registered public accounting firm is responsible for performing an independent audit of the Company's consolidated financial statements and an audit of the Company's internal control over financial reporting in accordance with the standards of the Public Company Accounting Oversight Board (United States). The Audit Committee monitors and oversees these processes as described in the Audit Committee charter.

The Audit Committee reviewed and discussed with management and the Company's independent registered public accounting firm the Company's audited consolidated financial statements for the fiscal year ended December 26, 2009. The Audit Committee also discussed with the Company's independent registered public accounting firm the matters required to be discussed by Statement on Auditing Standards No. 61, "Communication with Audit Committees" (Codification of Statements on Auditing Standard, AU §380). The Audit Committee received the written disclosures and the letter from the Company's independent registered public accounting firm required by applicable requirements of the Public Company Accounting Oversight Board regarding the independent registered public accounting firm's communications with the Audit Committee concerning independence and discussed with the independent registered public accounting firm its independence.

Based upon the review and discussions referred to in the preceding paragraph, the Audit Committee recommended to the Board of Directors that the audited consolidated financial statements be included in the Company's Annual Report on Form 10-K for the fiscal year ended December 26, 2009 for filing with the Securities and Exchange Commission. This report is submitted by the following members of the Audit Committee at the end of 2009: Jane B. Finley, Sherrill W. Hudson, Chairman and Maria A. Sastre.

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## RELATIONSHIP WITH INDEPENDENT PUBLIC ACCOUNTANTS

The firm of KPMG LLP was the Company's independent registered public accounting firm during 2009. The Audit Committee will make its recommendation to the Board of Directors as to the Company's independent registered public accounting firm for 2010 later this year.

Representatives of KPMG LLP will be present at the Annual Meeting of Stockholders with an opportunity to make a statement if they desire to do so and will be available to respond to appropriate questions.

The fees of the Company's independent registered public accounting firm, KPMG LLP, for the indicated services performed for the fiscal years ended December 26, 2009 and December 27, 2008 were as follows:

<i>Amounts are in thousands</i>	2009	2008
Audit fees (1).....	\$1,225	1,438
Audit-related fees (2) .....	46	---
Tax fees (3).....	22	28
All other fees (4).....	---	25
	<u>\$1,293</u>	<u>1,491</u>

- (1) Fees for audit services include fees associated with the annual audit of the Company's financial statements, annual audit of the Company's internal control over financial reporting and reviews of the Company's quarterly financial statements.
- (2) Fees for audit-related services include fees associated with the annual audit of employee benefit plans for the 2008 plan year.
- (3) Fees for tax services include fees associated with tax compliance, tax advice and tax planning.
- (4) Fees for other services include fees associated with agreed upon procedures not related to the performance of the audit or review of the Company's financial statements.

The Audit Committee has reviewed and discussed the fees of KPMG LLP during the last fiscal year for audit and non-audit services and has determined that the provision of the non-audit services are compatible with the firm's independence.

Under its charter and in accordance with the Audit Committee Pre-Approval Policy, the Audit Committee must pre-approve all engagements of the Company's independent registered public accounting firm. The Audit Committee Pre-Approval Policy provides that the Audit Committee is required to pre-approve all audit and non-audit services performed by the independent registered public accounting firm in order to assure that the provision of such services will not impair its independence. The Audit Committee has delegated to the Chairman of the Audit Committee the authority to evaluate and approve engagements on behalf of the Audit Committee in the event that the need for pre-approval arises between Audit Committee meetings. If the Chairman approves any such engagements, he will report that approval to the Audit Committee at its next meeting. During 2009, each new engagement of the independent registered public accounting firm was approved in accordance with the policy.

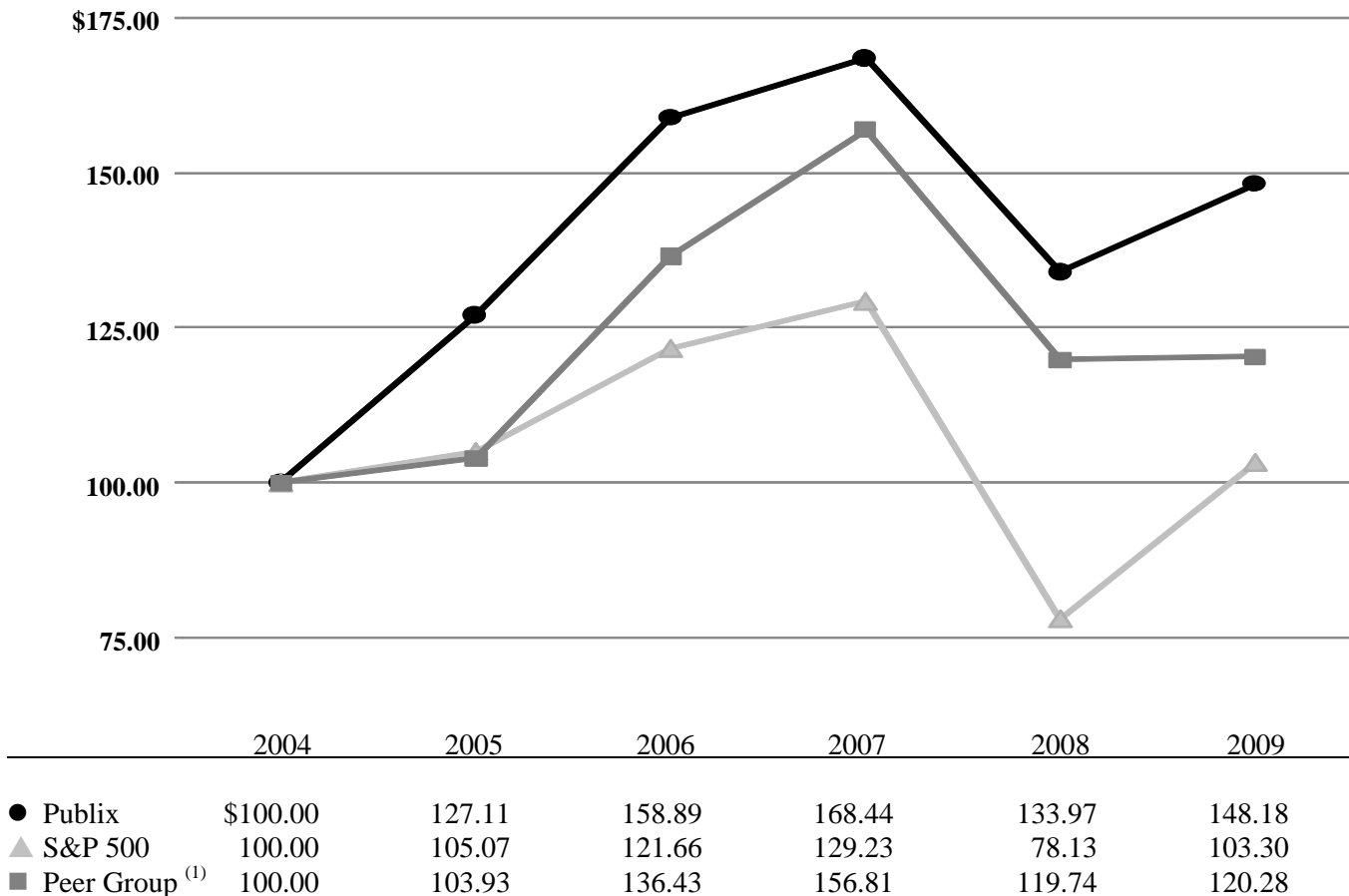
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## PERFORMANCE GRAPH

The following performance graph sets forth the Company's cumulative total stockholder return during the five years ended December 26, 2009, compared to the cumulative total return on the S&P 500 Index and a custom Peer Group Index including retail food supermarket companies<sup>(1)</sup>. The Peer Group Index is weighted based on the various companies' market capitalization. The comparison assumes \$100 was invested at the end of 2004 in the Company's common stock and in each of the related indices and assumes reinvestment of dividends.

The Company's common stock is valued as of the end of each fiscal quarter. After the end of a quarter, however, shares continue to be traded at the prior valuation until the new valuation is received. The cumulative total return for the companies represented in the S&P 500 Index and the custom Peer Group Index is based on those companies' calendar year end trading prices. Previously the Company included two performance graphs in its Proxy Statement, one based on the fiscal year end valuation (market price as of March 1, 2010) and one based on the fiscal year end trading price (market price as of the prior fiscal quarter). The Securities and Exchange Commission now requires that the performance graph be included as part of Item 5 of a company's Form 10-K. The performance graph on page 8 of the Company's 2009 Annual Report on Form 10-K is based on the Company's fiscal year end trading price. However, because the Company's fiscal year end valuation of the Company's shares is effective after the date its Annual Report on Form 10-K was filed with the Securities and Exchange Commission, a performance graph based on the fiscal year end valuation is not presented in the 2009 Annual Report on Form 10-K. For comparative purposes, additional information is provided in the following performance graph based on the Company's fiscal year end valuation based on its value as of March 1, 2010.

**Comparison of Five-Year Cumulative Return Based Upon Fiscal Year End Valuation**



(1) Companies included in the Peer Group are: A&P, Ahold, Albertson's Inc. (Albertson's is included for 2004 to 2005 but is no longer publicly traded), Delhaize Group, Kroger, Safeway, Supervalu, Weis Markets and Winn-Dixie (Winn-Dixie is included through December 2005 as the company filed for Chapter 11 bankruptcy protection. Winn-Dixie's new common stock is not included for 2006 but is included for 2007 through 2009).

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## PROPOSALS OF STOCKHOLDERS

Proposals of stockholders intended to be presented at the 2011 Annual Meeting of Stockholders must be received at the Company's corporate office prior to November 11, 2010 for consideration for inclusion in the Proxy Statement relating to that meeting.

## OTHER MATTERS THAT MAY COME BEFORE THE MEETING

At the date of this Proxy Statement, the Board of Directors knows of no matter other than the matters described herein that will be presented for consideration at the meeting. However, if any other business shall properly come before the meeting, all proxies signed and returned by stockholders will be voted in accordance with the best judgment of the persons voting the proxies.

By order of the Board of Directors,



John A. Attaway, Jr.  
Secretary

Lakeland, Florida  
March 1, 2010

The Company's 2009 Annual Report on Form 10-K, as filed with the Securities and Exchange Commission, is being mailed with this Proxy Statement on or about March 11, 2010 to stockholders of record and beneficial owners as of the close of business on February 5, 2010. These reports may also be obtained electronically, free of charge, through the Company's website at [www.publix.com/annual](http://www.publix.com/annual).