



BrandSensitize™ – Brand Research Desk

Southern Hospitality Meets Modern Retail

Where Southern Hospitality Combines with Modern Retail: Publix's Approach to Building Lasting Customer Loyalty.

As a brand, Publix Super Markets is the embodiment of Southern charm scaled to grocery excellence—it doesn't chase trends or rely on flashy promotions, but it earns unwavering loyalty through genuine care and consistent quality.

Publix reported total revenue of \$59.7 billion for fiscal year 2024, marking a 4.6% increase from \$57.1 billion in 2023. The company employs approximately 260,000 people across its retail locations, distribution centers, and manufacturing facilities.

With more than 1,400 stores across eight Southeastern states and an 84% employee satisfaction rate, Publix has turned grocery shopping from a chore into an enjoyable experience.

Publix's brand philosophy focuses on founder George W. Jenkins' timeless principle: "Where Shopping is a Pleasure," emphasizing treating customers like royalty while upholding the highest standards of service, quality, and community engagement.

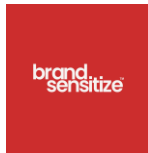
To fulfill that mission, the company adheres to core values—delivering customer value, reducing waste, maintaining employee dignity and job security, showing devotion to stockholders, and giving back to communities—which it considers the foundation for sustainable growth.

Key elements that put brand philosophy into practice:

- **Customer-first philosophy** as the primary differentiator
- **Employee ownership** and long-term credibility
- **Community partnership** through local engagements
- **Quality without compromise** in products and service delivery

Publix believes in offering affordable groceries, convenient services, and a Southern hospitality experience that fosters lasting relationships rather than transactional or fleeting customers.

The brand isn't just promotional; customers don't just shop there; they become advocates for the Publix experience.



For decades, Publix has been the trusted neighborhood grocer across the Southeast, helping families access fresh, quality products while supporting local communities through charitable partnerships and disaster relief efforts.

Publix's digital strategy focuses on user friendliness, personalization, and operational efficiency. Publix uses AI and omnichannel features to improve the shopping experience, from 15-minute delivery partnerships with Instacart to personalized recommendations through its mobile app.

Publix's brand promise is clear: exceptional customer service at competitive prices. But what makes it stand out is that this value is delivered with authentic Southern hospitality and a strong sense of community.

Publix doesn't compete solely on price. It prioritizes relationships to succeed.

Under CEO Kevin Murphy's leadership, the company has kept its employee-owned structure while adopting modern retail innovations.

Laurie Douglas is the Chief Information Officer (CIO) of Publix Super Markets. She has been in this role since January 2006, and she took on additional duties as Chief Digital Officer in 2019.

Publix manages its own technology division known as "Publix Technology" with over 2,000 IT professionals. Publix develops systems in-house to enhance customer shopping experiences and improve employee processes.

Publix adopts a diversified technology partnership approach, collaborating strategically with multiple vendors to guarantee optimal solutions in all operational areas.

Publix's substantial investment in expanding its downtown Lakeland technology campus demonstrates how the retailer balances innovation closely with its relationship-driven retail roots.

The deli makes Publix a destination rather than just a store. Publix's famous "Pub Subs" and prepared foods play a surprisingly important role in its brand appeal, creating a unique value proposition that competitors find hard to imitate.

No aggressive promotions, impersonal automation, or compromising on service quality. Still, customers enjoy discovering premium GreenWise organic products, freshly prepared meals, and personalized customer service that remembers their preferences.

Publix redefines grocery retail by focusing on relationships, community, and genuine care.

Publix is the brand that built its empire by treating customers as neighbors, not as numbers. It's not flashy, but it's cherished. In a competitive market, Publix excels in Southern hospitality, employee empowerment, and community-focused excellence.