

CRENSHAW WILLIAM E  
Form 4  
March 13, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
CRENSHAW WILLIAM E

2. Issuer Name and Ticker or Trading Symbol  
PUBLIX SUPER MARKETS INC  
[NONE]

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)

(Last) (First) (Middle)  
P.O. BOX 407  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/12/2013

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
CEO

LAKELAND, FL 33802-0407

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	03/07/2013		G	V 21,615 D \$ 23.2	1,883,248	D	
Common Stock	03/07/2013		G	V 21,615 D \$ 23.2	1,861,633	D	
Common Stock	03/07/2013		G	V 603 A \$ 23.2	1,862,236	D	
Common Stock	03/07/2013		G	V 603 D \$ 23.2	6,062,629	I	By Trustee Of Mother's Trust
Common Stock	03/07/2013		G	V 603 D \$ 23.2	6,062,026	I	By Trustee Of Mother's

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Common Stock	Date	Code	Quantity	Price	Value	Category	Trust
Common Stock	03/07/2013	G V 603 D	603	\$ 23.2	6,061,423	I	Trust By Trustee Of Mother's Trust
Common Stock	03/07/2013	G V 1,809 A	1,809	\$ 23.2	11,866	I	Trust By Trustee Of Nephews' Trust
Common Stock	03/07/2013	G V 1,809 D	1,809	\$ 23.2	6,059,614	I	Trust By Trustee Of Mother's Trust
Common Stock	03/07/2013	G V 1,809 D	1,809	\$ 23.2	6,057,805	I	Trust By Trustee Of Mother's Trust
Common Stock	03/07/2013	G V 1,809 A	1,809	\$ 23.2	10,714	I	Trust By Trustee Of Niece's Trust
Common Stock	03/07/2013	G V 603 D	603	\$ 23.2	6,057,202	I	Trust By Trustee Of Mother's Trust
Common Stock	03/12/2013	S 55,000 D	55,000	\$ 23.2	6,002,202	I	Trust By Trustee Of Mother's Trust
Common Stock					1,692.0867	I	By 401(k) <u>(1)</u>
Common Stock					456,877	I	Trust By Trustee GRAT Trust
Common Stock					172,373.6563	I	Trust By ESOP <u>(2)</u>
Common Stock					43,260	I	Trust By Family Limited Partnership <u>(3)</u>
Common Stock					25,000	I	Trust By Spouse
Common Stock					19,280	I	Trust By Spouse As Custodian For Children

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price or Value of Underlying Securities (Instr. 3 and 4)
SERP Stock	(4)					(4) (4)	Common Stock	5,607.4547

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CRENSHAW WILLIAM E P.O. BOX 407 LAKELAND, FL 33802-0407	X		CEO	

## Signatures

/s/ Monica Allman, POA on file for William E Crenshaw  
Date: 03/13/2013

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Acquired under the Publix Super Markets, Inc. 401(k) SMART Plan. Transaction exempt under rule 16b-3(c).
- (2) Acquired under the Publix Super Markets, Inc. Employee Stock Ownership Plan. Transaction exempt under rule 16b-3(c).
- (3) The reporting person disclaims beneficial ownership of the common stock held by the Limited Partnership except to the extent of his pecuniary interest therein.
- (4) Each share of SERP stock is the economic equivalent of one share of common stock. The shares of SERP stock become payable in common stock upon the reporting person's termination of employment in accordance with the Publix Super Markets, Inc. Supplemental Executive Retirement Plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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