Spoke to Anthon, a manager at my local Publix

Thank you for taking the time to meet with me today. I’d like to discuss your role as a store owner (or manager).

1. Customers often visit your store looking for items they haven’t purchased before, either as first time customers or as repeat customers buying a new item for the first time. As a store owner, do you think your customers have any issues finding products within your stores?

Yes, because stores are often differently laid out

1. What steps can customers take to seek help finding the items on their shopping lists?

There are always associates nearby that customers can ask for assistance.

1. How many dedicated staff do you have to help customers find items?

Over 20 at any given time

1. How many hours do you estimate your staff dedicates to helping customers find the items they’re shopping for?

3 hours throughout the day

1. How interested are you in collaborating with third parties to help your customers find items within your store?

Already partnered with instacart and location apps - check the Publix website

1. Would you be willing to share the layout of your store and each item’s bay location with third parties?

Not sure if we do so currently, but we have a team focused on this data internally. Maybe Publix corporate could help answer this question.