

CRENSHAW WILLIAM E  
Form 4  
March 11, 2011

**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)  
03/09/2011

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 Beneficial Ownership (Instr. 4)			
			Code	V	Amount	(A) or (D)	Price			
Common Stock	01/18/2011		G	V	654	D	\$ 19.85	6,489,611	I	By Trustee Of Mother's Trust
Common Stock	01/18/2011		G	V	654	A	\$ 19.85	1,944,233	D	
Common Stock	01/18/2011		G	V	1,006	D	\$ 19.85	6,488,605	I	By Trustee Of Mother's Trust
Common Stock	01/18/2011		G	V	1,962	D	\$ 19.85	6,486,643	I	By Trustee Of Mother's Trust

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Common Stock	01/18/2011		G	V	1,962	A	\$ 19.85	8,128	I	By Trustee Of Nephews' Trust
Common Stock	01/18/2011		G	V	1,962	D	\$ 19.85	6,484,681	I	By Trustee Of Mother's Trust
Common Stock	01/18/2011		G	V	1,962	A	\$ 19.85	6,976	I	By Trustee Of Niece's Trust
Common Stock	03/01/2011		J	V	35.8852	A	\$ 20.9	1,525.6108	I	By 401(k) <u>(1)</u>
Common Stock	03/01/2011		J	V	971.6598	A	\$ 20.9	170,530.9262	I	By ESOP <u>(2)</u>
Common Stock	03/04/2011		G	V	2,200	D	\$ 20.9	1,942,033	D	
Common Stock	03/09/2011		S		96,000	D	\$ 20.9	6,388,681	I	By Trustee Of Mother's Trust
Common Stock								25,000	I	By Spouse
Common Stock								19,280	I	By Spouse As Custodian For Children
Common Stock								528,500	I	By Trustee GRAT Trust
Common Stock								43,260	I	By Family Limited Partnership <u>(3)</u>

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

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Nu Deriv Secur
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene- Own- Follo- Repo- Trans- (Instr.		
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## 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	03/11/2011
**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.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.