

# EXHIBIT 10(a)

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**From:** Flack, John J  
**Sent:** Wednesday, December 08, 2010 8:14 AM  
**To:** Prchlik, Mike D  
**Cc:** Hardy, Paul A; Conner, Stewart S; Hansen, David A  
**Subject:** FW: 2011 Plans for Regular Weekly Ad - Kraft  
**Importance:** High

Mike, see the note below to Paul from the buyer when he asked about Q2 ads on Starbucks..... Now creating Customer confusion on who they are doing business with.

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**From:** Hardy, Paul A  
**Sent:** Wednesday, December 08, 2010 7:49 AM  
**To:** Flack, John J  
**Cc:** Conner, Stewart S  
**Subject:** FW: 2011 Plans for Regular Weekly Ad - Kraft  
**Importance:** High

John,

See the buyers reply to my request for the Starbucks ads in Q2, 2011.

Paul

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**From:** Pam Wright  
**Sent:** Wednesday, December 08, 2010 7:44 AM  
**To:** Hardy, Paul A  
**Subject:** RE: 2011 Plans for Regular Weekly Ad - Kraft

Yes and I've provided that to the new supplier since Acosta will be taking over as of 3/1.

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**From:** Paul.Hardy@kraft.com [mailto:Paul.Hardy@kraft.com]  
**Sent:** Wednesday, December 08, 2010 7:37 AM  
**To:** Pam Wright  
**Subject:** RE: 2011 Plans for Regular Weekly Ad - Kraft

Pam,

Are there not any Starbucks ads for this time period?

Thanks,

Paul

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**From:** Pam Wright

**Sent:** Monday, December 06, 2010 9:02 PM

**To:** Hardy, Paul A

**Subject:** 2011 Plans for Regular Weekly Ad - Kraft

**Importance:** High

Mike O'Heir and I have finished planning our regular weekly ads. I wanted to share with you our plans that include your items for the second quarter of 2011. While planning these ads, many variables were taken into account such as:

- Your suggested ad items and prices
- Your competitor's suggestions for ad items and prices
- Publix' competitor's ad items and prices
- Historical ads at Publix
- Holiday ads or themed ads

With all of these variables, we did our best to create an ad plan which would be agreeable to both Publix and our suppliers, but most of all, create excitement at our stores. Please keep in mind that these ads are subject to change.

Please be sure that you secure the appropriate quantities of product and, of course, funding as well.

**After you are finished reviewing this information, please reply to this email no later than 12/20/10 confirming your support of these ads.**

(Exact funding rates and deal sheets can be provided in the coming weeks / months.)

Date	Item Allocation
05/19/11	Maxwell Large TBD
06/02/11	Taco Bell Kits BOGO
06/16/11	Maxwell Large TBD


Allocations for the following types of ads are still underway, so plans will not be shared at this time:

- Essentials
- Hispanic
- Flex (themed pages)

The weekly ads for the rest of the year will be shared in March 2011.

*Happy Holidays!*

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Pam Wright 

Publix Super Markets, Inc.

Corp. Purchasing Dept - Dry Grocery Buyer