**Piggly Wiggly Media Scans: Grocery Manufacturing Media Market**

Media Scans Starting on September 7, 2011 and Ending on September 17, 2011

*Google Alert Search Terms:*

Bi-Lo, Inc

Bi-Lo, Ine Charleston, SC

Food Lion

Food Lion Charleston, SC

Grocery Manufacturing Industry

Grocery Store in Charleston, SC

Harris Teeter

Harris Teeter Charleston, SC

Piggly Wiggly

Piggly Wiggly Charleston

Piggly Wiggly Competition

Piggly Wiggly Economy

Piggly Wiggly Industry

Publix Super Markets

Publix Super Markets Charleston, SC

Whole Foods

Whole Food Charleston, SC

September 8, 2011: **Piggly Wiggly Debuts Double-coupon Offer**

 On September 7th, Piggly Wiggly Carolina Co. started doubling manufacturers’ coupons. This policy is new for the Charlotte, S.C. - based grocer and “just another way The Pig feeds its customers’ lives without starving their wallets,” claims the company. Shoppers who present manufacturers’ coupons at checkout along with The Pig Card can take advantage of the offer. Along with the double-coupon offer, Piggly Wiggly has kicked off a monthlong sweepstakes in which one winner each week will take home a $200 gift card. The grocer plans to run the double-coupon offer indefinitely, a company spokeswoman told *Progressive Grocer.*

<http://www.progressivegrocer.com/top-stories/headlines/industry-intelligence/id33683/piggly-wiggly-debuts-double-coupon-offer/>

September 13, 2011: **LivingSocial scores with Whole Foods deal**

LivingSocial launched a huge deal with Whole Foods that went viral. The deal’s offer is $20 to spend on groceries for $10 at Whole Foods Market. Similar to the Gap deal that put Groupon on the map (50-percent-off discount at a national chain) the offer is attractive to mainstream consumers that wouldn’t typically buy from LivingSocial. According to USA Today, b“LivingSocial said it was selling roughly 115,000 an hour, which company spokesman Andrew Weinstein said is its fastest-selling offer ever. That’s about 30 deals sold per second.” It is an enormous win for the daily deals site. The offer is said to sell out at 1 million purchases.

<http://www.cbsnews.com/8301-501465_162-20105686-501465.html>

September 13, 2011: **Customers Still Place Value on Value**

 Rising [food costs](http://topics.sacbee.com/food%2Bcosts/) haven't curbed Americans' appetite for natural and organic foods, according to results of the latest Annual Food Shopping Trends Tracker Survey.  The poll, conducted online in August 2011 by [Harris Interactive](http://topics.sacbee.com/Harris%2BInteractive/) on behalf of Whole Foods Market Inc., found that of 2,112 adults surveyed, nearly three out of four (74 percent) wouldn't compromise on the quality of the food they buy.  The survey also found that 32 percent of shoppers rely on inexpensive pantry items like beans and whole grains when building meals.

<http://www.sacbee.com/2011/09/13/3906644/customers-still-place-value-on.html>

September 14, 2011: **Financial Exec Promotions at Piggly Wiggly Parent**

Sandra Sineath Rabon has become SVP and CFO of Greenbax Enterprises Inc., parent company of Piggly Wiggly Holdings LLC and Piggly Wiggly Carolina Co. Inc. She began her career with Charleston, S.C.-based Piggly Wiggly in 1996. Her most recent position at the company was VP of finance, with responsibility for finance, accounting, human resources and benefits, in addition to serving on the Greenbax board of directors. Rabon will succeed current EVP and CFO William “Bill” A. Edenfield Jr. on Oct. 3. Edenfield, who recently marked 45 years at Piggly Wiggly Carolina Co., will retain the role of EVP and stay on as a member of the Greenbax board. Additionally, Connie Couch, now VP of accounting, will be promoted to SVP of finance and accounting, effective Oct. 3.

<http://www.progressivegrocer.com/top-stories/headlines/industry-intelligence/id33724/financial-exec-promotions-at-piggly-wiggly-parent/>

September 14, 2011: **Publix Campaign to put more salads in schools**

Publix Super Markets Inc. has joined with the nonprofit United Fresh Foundation and the Produce for Kids program to support an initiative called Let's Move Salad Bars to Schools. The public health campaign works to increase the availability of salads bars in schools so that students have access to fresh fruits and vegetables every day. From Sept. 29 through Oct. 26, purchases of specially marked produce items at Publix will contribute toward salad bar donations for schools in Florida, Georgia, South Carolina, Alabama and Tennessee.

<http://www.newschief.com/article/20110914/NEWS/109145024/1053/sitemaps>

September 14, 2011: **With Mega Coupons, Whole Foods Goes On Offensive**

Whole Foods based in Austin, Texas says that it isn’t just competitive with other national food chains, but that it’s actually cheaper. The company released a competitive pricing study showing that a basket of popular grocery items costs $5.38 less at Whole Foods Market than at other supermarkets. Supermarket analyst David J. Livingston doesn’t buy the chain’s affordability claims. “They’ve got a huge mark-up,” he says. “Whole Foods is very good at getting people to separate from their money once they are in the story. They do that through the ‘Wow’ factor, and presentation. Little details, like using window seating for their dining areas so potential shoppers can drive by and see people eating there, all add to the psychological appeal. It’s a store that’s fun and makes people feel good.”

<http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=158505>

September 16, 2011: **Are double and triple coupon sales worth the headache?**

Harris Teeter has begun tripling coupons up to 99 cents through September 20th and Farm Fresh has announced that they will be doubling coupons up to $2 starting September 18th and ending September 20th. Many times these coupon deals go horribly wrong due to out-of-stock items, pushy couponers, badly timed shopping trips and cash registers that refuse coupons which can often drive shoppers away from the money-saving strategy.

[http://www.dailypress.com/features/shopping/savvy-shopper-blog/dp-are-double-and-triple-coupon-sales-worth-the-headache-20110916,0,7993007.story?track=rss](http://www.dailypress.com/features/shopping/savvy-shopper-blog/dp-are-double-and-triple-coupon-sales-worth-the-headache-20110916%2C0%2C7993007.story?track=rss)