

## DeCA's Coupon Policy (continued)

are acceptable if they meet all other coupon requirements.

- Internet coupons must contain a typical barcode (UPC-A) and/or a GS1 DataBar and be scanned. Coupons with only a GS1 DataBar are acceptable.
- Internet coupons must be an original print in either black and white or color, legibly printed, and large enough to read all verbiage.
- If an Internet coupon has a pin number or dot scan barcode, the pin number or dot scan barcode numbers must be unique for each coupon. Coupons with duplicate pin numbers or dot scan barcode numbers will not be accepted.
- Coupon values will be deducted from transactions after the surcharge is computed and applied to the full value of the transaction.

## Required Elements for Coupons:

The following elements must be present for a coupon to be valid (see diagram below):

- a. The word "coupon"
- b. A message to the retailer specifying the terms and conditions for accepting the coupons
- c. Redemption address
- d. The purchase requirement, e.g., "Coupon good on any size purchase of...", or "Coupon good on the purchase of two cans of...", etc.
- e. A specially stated face value, e.g., "50 cents," or an "up to" or "no more than" value, e.g., "value no more than \$2.00."
- f. Internet coupons must contain a typical barcode and/or GS1 DataBar; a Dot Scan Barcode may be printed below the expiration date, but is not required.

Please note: An expiration date is not required on the coupon. A valid coupon may have an expiration date, may be imprinted to state NO EXPIRATION DATE, or not have any information regarding expiration date.

Coupons will not be accepted past the expiration date printed on the coupon, except for locations outside of the 50 states;



DeCA's complete coupon policy is in DeCA Directive 40-6, Customer Service, Chapter 7, at [https://www.commissaries.com/inside\\_deca/publications/directives/DeCAD40-6.pdf](https://www.commissaries.com/inside_deca/publications/directives/DeCAD40-6.pdf)



Defense Commissary Agency  
1300 E Avenue  
Fort Lee, VA 23801-1800

Your Commissary ... It's Worth the Trip!



## DeCA's Quick Coupon Info

# ACCEPTANCE AND REDEMPTION OF MERCHANDISE COUPONS

Published:  
April 2013



## About Merchandise Coupons:

Commissaries may only accept manufacturer coupons. This includes “military” or “commissary” coupons, which are provided by manufacturers. DeCA does not offer store coupons nor provide any coupons offered in the commissary. Store coupons from commercial grocery stores are in-store promotions, which are part of their advertising program. Commercial grocery stores that offer these store coupons use their profits to pay for them. Commissaries sell their merchandise at cost and have no profit margin to offer store coupons and absorb the loss. Since manufacturer, military, and commissary coupons are all manufacturer coupons, they cannot be used together on a single product.

For the same reason, DeCA cannot double or triple the face value of manufacturer coupons. DeCA is required by law to sell all commissary items at prices set only high enough to cover item costs and cannot manipulate prices to generate gains to offset losses associated with double or triple coupon promotions.

## DeCA's Coupon Policy

- Commissaries accept valid manufacturer coupons when redeemed in accordance with the terms stipulated on the coupon.
- Coupons must contain: the word “coupon”; a message to the retailer specifying the terms and conditions for accepting the coupons; redemption address; the purchase requirement; and a specially stated face value.
- Coupons will only be accepted for items purchased by the customer.
- Only one coupon per purchase, or purchase requirement, as stipulated on the coupon may be accepted.
  - Coupon stacking is not permitted.
  - Additional cents off coupons cannot be used in conjunction with a “buy this, get that free” or “buy item A and get \$X off item B” type coupons.

- Additional cents off coupons cannot be used in conjunction with items sold in a multi-pack, twin pack, club pack, etc.; these items are sold as one unit and considered to be one item or purchase.
- “Military” or “commissary” coupons are manufacturer coupons and cannot be used in conjunction with another coupon.
- If a commissary has “linked” a coupon to an item, meaning the coupon value is automatically deducted from the item at the time of sale, an additional cents off coupon cannot be accepted.
- A paper coupon and a Commissary Rewards Card digital coupon cannot be accepted for the same item.
- Coupons will only be accepted as specified on the coupon.
  - If a particular brand, size, or type is stipulated, the coupon cannot be used on another similar item.
  - If redemption verbiage limits the number of “like” coupons, additional coupons will not be accepted; e.g., if a coupon stipulates, “Limit 4 like coupons,” only 4 coupons will be accepted.
  - If a coupon limits the number of like coupons per shopping trip, or other similar verbiage, e.g., “Limit 4 like coupons per shopping trip,” transactions cannot be split into multiple transactions. A shopping trip consists of entering the commissary, selecting merchandise, paying for it, and leaving the store with the paid merchandise.
  - If a coupon places limits such as, “Limit 4 like coupons per household per day,” transactions cannot be split into multiple transactions nor can additional items be purchased using duplicates of that coupon the same day.
  - If a coupon stipulates, “Limit 1 coupon per person,” a duplicate of that same coupon cannot be accepted again at any time.
- If a coupon states a value “up to,” but not to exceed a certain dollar amount and provides a space for the selling price to be written in, credit will be given for only the actual cost of the product.

- Valid coupons will generally be entered at the value stated on the coupon. If the face value of a coupon exceeds the cost of the product (“overage”), the customer will be given the full face value of the coupon, unless prohibited by the manufacturer’s terms and condition printed on the coupon. In instances where the coupon prohibits the coupon value from exceeding the selling price of the item, the coupon value will be given only for the selling price of the item being purchased.
  - When a transaction with a coupon “overage” results in money being owed, if the amount due is \$24.99 or less, the customer will receive cash; if the amount due is \$25 or more, a combination of commissary gift cards and cash will be given. Multiple transactions may not be processed, i.e., split transactions, in order to keep the “overage” amount due to \$24.99 or less.
- All coupons must be written in English. Coupons that have verbiage in English plus a language other than English are acceptable; e.g., coupons that contain both English and Spanish.
- Manufacturer coupons with another retailer’s logo printed on them will be accepted, provided the verbiage does not restrict the coupon to “only” the retailer advertised.
- Photocopies of any coupon are not accepted.
- Expired coupons presented at commissaries in the 50 United States will not be accepted.
- Paper coupons in overseas areas outside of the 50 United States, will be accepted up to 6 months following their prescribed expiration dates.
  - This 6-month extension does not apply to Commissary Rewards Card digital coupons; they will not be accepted after the expiration date.
- Coupons identified as counterfeit by DeCA or the Coupon Information Center web site ([www.couponinformationcenter.com](http://www.couponinformationcenter.com)) will not be accepted.
- Internet coupons will not be accepted for free products; however, Buy One, Get One Free” coupons