



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

October 26, 2015

NOTICE TO THE TRADE – DeCA NOTICE 16-04

SUBJECT: Everyday Low Pricing (EDLP) in Overseas Commissaries

The purpose of this Notice to the Trade is to clarify that the mandated test of the Everyday Low Price (EDLP) price strategy for several categories in the overseas theaters concluded at the end of display period 14 in the mid-August timeframe. We elected not to continue the test beyond August or to mandate EDLP to additional categories at this time. Instead, we will reassess this pricing strategy for possible category-wide implementation as we get closer to the roll out of the Enterprise Business System.

While we are not mandating EDLP for all categories in OCONUS at this time, this does not preclude companies from offering an EDLP pricing strategy to category managers if it makes good business sense. My point of contact for is Mr. Gordon Jones, gordon.jones@deca.mil or 804.734.8000 extension 48240.

Tracie L. Russ
Director, Sales