

MPSM

December 12, 2011

NOTICE TO THE TRADE – DeCA NOTICE 12-13

SUBJECT: Fort Campbell New Store Opening Plans

The purpose of this Notice to the Trade (NTT) is to provide information regarding the opening of the new commissary at Fort Campbell located near Clarksville, Tennessee. The grand opening is scheduled for Tuesday, March 13, 2012, and Industry support will be critical to the success of this project.

The commissary will be a state-of-the-art facility and classified as a K5 commissary. Specifically, semi-perishable items (dry) will be a K5 set, chill/dairy items will be a K4/5 set, frozen items will be a K4 set and chill meat items will be a K3/4 set. As the new store is larger, shelf space has been increased to reduce out-of-stock issues throughout the day on faster moving items.

Points of contact: Ms. Maureen O'Connor, Zone Manager and Mr. Tony Matthias, Store Director. DeCA eastern area points of contact are: Mr. Hector Granado, Mr. Jim Clark, Ms. Rena Dial, and Ms. Arrie Carson. Mr. David Leffert and Mr. Wendell Smith will be the points of contact for the deli/bakery operations and the setup for the VIP night. Point of contact for the store merchandise set is Mr. Darnell Hicks.

The reset is scheduled to begin with frozen food, chill dairy, and chill lunchmeat on Sunday, January 22 at 8 a.m. for 2 days. The dry grocery set is scheduled to begin on Monday, January 23 at 8 a.m. and continuing through Wednesday, January 25. In order to complete this aggressive schedule, vendor support will be extremely important during these timeframes.

Vendor supplied fixtures: All equipment necessary for the new store set including vendor supplied racks such as Millstone, Skillcraft, McCormick, Frito Lay and peg bars should be ordered and delivered to the store January 2 through 6. The address for the new store is:

Fort Campbell Commissary
2606 Indiana Avenue
Fort Campbell, Kentucky 42223

Vendor stocking: Manufacturers/brokers are encouraged to start hiring additional vendor stockers for the set, grand opening and continuing operations. Their work will be crucial as we prepare for the grand opening.

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

Distributor support: As required by DeCA’s Resale Ordering Agreements (ROA), it is the responsibility of the manufacturer or their representatives to ensure the timely delivery of their products to this new facility.

DSD support: DSD ROA and Blanket Purchase Agreement (BPA) contracts. The store director, Mr. Tony Matthias, will be the point of contact for all local suppliers of DSD and regional/local type items; local pricing issues; contract establishment; and item and promotional approval. **Please note:** The new store is a short distance from the old store on Post; however, the new store is in the state of Tennessee while the old store is in Kentucky. This may affect a number of DSD contracts to include local bottlers, salty snack providers and bakeries. The scheduling of in-store product demonstrations and sampling programs will also be handled at store level by Mr. Matthias.

Promotional displays: National branded promotional item decisions for the grand opening (approximately 80 percent of the display space) will be determined by Mr. Mathias and the eastern area points of contact in coordination with the MBU Promotions Manager, Mr. Charles Dowlen. The national promotional period for the grand opening will be promotion #5 with promotional pricing beginning on March 1st. Most products selected for promotion for the grand opening will come from the display package. Deep discounts beyond the promotional pricing are highly encouraged. These discounts will remain in effect for at least the week of grand opening and will be covered by local VCMS.

The central theme for the VIP Night is “A Homecoming Tribute”. The grand opening theme will be a “Country Spring Fair” along with the MBU worldwide theme of “National Frozen Food” month. These themes should be used in point of sale material, such as banners, posters, signs, base wrap and etc.

The VIP night event is scheduled for Monday, March 12 at 5:30 pm. Sales representatives are highly encouraged to utilize their creativity and “think outside the box” for the VIP event. Suggestions have included a chocolate fountain, and a military band. Point of contact for the VIP event is Mr. Rick Brink.

Please help us make this a memorable event that everyone will remember! Cartoon characters, games, large and small giveaways, product demonstrations and coupons are highly encouraged. Brokers and manufacturers wishing to participate in this grand event should contact Mr. Dowlen with their promotional offers. DSD and local/regional brand promotions should be presented to Mr. Matthias or his designated representative. Offers for the VIP night setup in the deli/bakery should be coordinated with Mr. Leffert and Mr. Smith.

Points of contact with phone numbers for personnel listed in this Notice to the Trade are as follows:

Mr. Hector Granado	Store Operations	804-734-8000, ext. 4-8953
Mr. Jim Clark	Store Operations	804-734-8000, ext. 4-8326
Ms. Rena Dial	Store Operations	804-734-8000, ext. 4-8014
Ms. Arrie Carson	Store Operations	804-734-8000, ext. 8-6226

Mr. Darnell Hicks	Store Operations	804-734-8000, ext. 4-8293
Mr. Rick Brink	Store Operations	804-734-8000, ext. 4-8409
Mr. Wendell Smith	Store Operations	804-734-8000, ext. 4-8130
Ms. Michelle Frost	Sales Directorate	804-734-8000, ext. 4-8696
Mr. Charlie Dowlen	Sales Directorate	804-734-8000, ext. 4-8385
Mr. Lou Kennedy	Sales Directorate	804-734-8000, ext. 4-8232
Mr. David Leffert	Sales Directorate	804-734-8000, ext. 4-8566
Ms. Maureen O'Connor	Zone Manager	210-382-6108
Mr. Tony Matthias	Store Director	270-798-2606, ext. 3112

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Christopher T. Burns
Director of Sales

