



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

MPS

March 10, 2014

NOTICE TO THE TRADE-DECA NOTICE 14-27

SUBJECT: 2014 Frozen Food Resets

The purpose of this "Notice to the Trade" is to provide frozen food reset information for the remainder of the year.

With the completion of category reviews in the largest frozen categories, frozen entrees, international, ice cream and key changes in the frozen dessert category, there is a need to plan on resetting as many stores as possible. It is imperative we implement approved planograms to ensure new product innovation is in place in the stores and to make sure we accomplish the requirements to increase sales in the larger stores immediately. The locations highlighted below are the approved stores. The reset schedule has been completed as a joint effort with the larger vendors in frozen, Nestle, Webco, Acosta and S&K Sales who have committed to assist and complete the sets as outlined.

Due to the size of these resets, and the complexity of setting multiple large categories with many SKUs, and many changes involved, it is imperative that store management manage the inventory levels on hand several days prior to the sets allowing the stores to have minimal inventory while maintaining a level of satisfactory service to the customers. It will take at least 50 market baskets and about 7 to 10 hours minimum to complete these sets and restock to maximize pack-out. It is also important that prior to the resets, the backup freezers have adequate space to place product and market baskets in them until the resets are complete.

The resets should assist all in increasing sales through new innovation and enhance product pack out. You will be notified at least 15 days prior with information on dates, times and a preparation check list to assist with the reset.

The following stores will be scheduled for a frozen food reset:

- MacDill AFB
- Fort Knox
- Norfolk NB
- Little Creek
- Fort Meade
- Portsmouth NSY
- Oceana NAS
- Fort Myer
- Andrews AFB
- Bolling AFB
- Fort Belvoir
- Bangor NSB

- Lakehurst
- Fort Gordon
- Fort Jackson
- Shaw AFB
- Fort Riley
- Tyndall AFB
- Hurlburt
- Jacksonville
- Wright Patterson AFB
- Selfridge ANG
- Patuxent River NAS
- Minot AFB
- Port Hueneme NCBC
- Fort Stewart
- Offutt AFB
- Fort Bragg South

If there are any questions or concerns, please contact Mr. Richard C. Walker, 804-734-8000 x 86045, Darnell Hicks, Sales Directorate, 804-734-8000, extension 4-8293 or cell at 804-895-8134 or Diane Rozelle, Sales Directorate, 804-734-8000, extension 4-8581 or cell at 804-895-8145.


Randy Chandler
Director of Sales

cc:
East - West Area Public Affairs Officer
Area Directors
All Zone Managers
Store Directors