



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

IN REPLY  
REFER TO

MPS

May 5, 2014

NOTICE TO THE TRADE – DeCA NOTICE 14 - 42

SUBJECT: CONUS Only September Case Lot Sale - 2014

The purpose of this Notice to the Trade (NTT) is to advise Industry that DeCA will have a September 2014 Case Lot Sale for all CONUS commissaries. In our efforts to increase sales, savings, and customer service, DeCA leadership has approved the Directorate of Sales to resume case lot sales. However, additional DeCA funds to conduct such sales will not be available. All sales must be performed using normal store operating funds and store personnel will be highly encouraged to use all available assistance from Industry.

The display dates for the September Case Lot Sale will be August 16 through September 30. The pricing period will be August 1 through September 30. This sale is a case lot sale so all Industry item proposals should be for full cases of product utilizing the standard DeCA 40-18, Case Lot Presentation Form, dated February 11, 2013. This form is listed on DeCA's official Web site on the following page: <http://www.commissaries.com/business/promotions.cfm>.

All item proposals must be submitted to our category managers by May 16 for consideration in the final selection process. A committee will make the selection of the final items with a target number of about 100 key items that will drive this sale. Items selected will be top selling items with great promotional pricing that will generate sales volume. Store personnel will be allowed to supplement this case lot list of items with club packs, DSD items, and items in the standard promotional package for that period.

Industry will utilize the following promotional offers to provide great pricing for this case lot sale: Off invoice, local VCMs, and coupons. Stores will not apply the coupon offers to the case prices, as coupons will be processed during the customer transaction utilizing standard coupon procedures.

The unit cost prices for off invoice case lot items will be in effect from August 1 through September 30. Each case will be assigned a unique Product Look-Up (PLU) code in DIBS which will be annotated on the spreadsheet in the published promotional package. Industry will be required to send promotional pricing for all PLU numbers published in the package. The price loaded with these PLU numbers will be the sale price without the one percent which will be added at the cash register.

Please note that store personnel will be collecting local VCMs from Industry for all items sold under the local VCM method of promotion. A special template VCM will be provided to help store personnel gather local VCMs from Industry for their sale.

Case lot sales will be for two or three days and exact dates will be determined by store directors in coordination with zone managers and Industry. Personnel from DeCA Headquarters

Store Operations will provide a listing of stores and the exact case lot sale dates. They will also determine case quantities for all listed items for each CONUS commissary. All stores will be required to order those quantities unless a waiver is approved from Store Operations.

Points of contact on issues relating to this Notice to the Trade are Charlie Dowlen, Category Manager, 804-734-8000, extension 4-8385 or Donita Higgins, Promotions Assistant, 804-734-8000, extension 4-8310.

A handwritten signature in black ink, appearing to read "R Chandler". The signature is fluid and cursive, with a large initial "R" and a long, sweeping tail.

Randy Chandler  
Director of Sales