



IN REPLY
REFER TO

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

MPS

MAY 28 2014

NOTICE TO THE TRADE – DeCA NOTICE 14-52

SUBJECT: Promotional Calendar – 2015

The purpose of this Notice to the Trade is to provide Industry with the promotional calendar for 2015 which is provided as attachment #1. Please note there are five special 3-week promotional display periods centered around the Easter holiday, Independence Day, Labor Day, Thanksgiving Day, and the Christmas holiday.

With this calendar, the themes have been moved to an extra attachment categorized by month. These themes will be the central focus for each month and Industry should develop promotional proposals that match these special themes (attachment #2). These themes include national and military holidays and significant events that should be supported as much as possible.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly stocked items. We respectfully request that our Industry partners focus additional efforts on promotional pricing to meet these important time requirements. It is critical that Industry adheres to this pricing schedule in order to minimize pricing restages. It ensures that items are priced correctly during their promotional timeframes and also reduces item deletes which negatively impact DeCA, Industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have continued to specify early and separate time requirements for “O” coded items (columns “I” and “J”). VPR dates for the promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods as stated in (column “G”). Prior to publication, sales representatives will be notified that their items have been tentatively selected for promotion. Industry will be required to EDI a price for all “O” coded items within 48 hours of notification for the next pricing period.

My points of contact are Ms. Angela Leal, Promotions Specialist, at 804-734-8000, extension 4-8303 and Ms. Kelly Schoot, Promotions Coordinator, at 804-734-8000, extension 4-8308.

Randy Chandler
Director of Sales

Attachments:
As stated

2015 PROMOTIONAL CALENDAR - FINAL

Month	Promo Period	Date of Displays		Duration of Displays	Month of Presentation	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Pricing Period Length	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Current DeCA Promo Themes
						1-Jan-15	31-Jan-15		30	DEC 10,2014	Oct 1, 2014-JAN 31, 2015	September 10 ,2014	
JAN	1	8-Jan-15	21-Jan-15	2	AUG	1-Jan-15	31-Jan-15	30	DEC 10,2014	Oct 1, 2014-JAN 31, 2015	September 10 ,2014		
JAN	2	22-Jan-15	4-Feb-15	2	AUG	16-Jan-15	15-Feb-15	30	DEC 25,2014	OCT 16, 2014-FEB 15,2015	September 25 ,2014	THEMES	
												ARE	
Feb	3	5-Feb-15	18-Feb-15	2	SEPT	1-Feb-15	28-Feb-15	30	JAN 10,2015	NOV 1,2014-FEB 28, 2015	October 10, 2014	IN	
Feb	4	19-Feb-15	4-Mar-15	2	SEPT	1-Feb-15	15-Mar-15	45	JAN 10,2015	NOV 1,2014-MARCH 15, 2015	October 10, 2014	THE	
												NEXT	
Mar	5	5-Mar-15	18-Mar-15	2	OCT	1-Mar-15	31-Mar-15	30	FEB 10,2015	DEC 1, 2014-MARCH 31,2015	November 10, 2014	ATTACHMENT	
Mar	6	19-Mar-15	8-Apr-15	3	OCT	1-Mar-15	15-Apr-15	45	FEB 10,2015	DEC 1, 2014-April 15,2015	November 10, 2014		
Apr	7	9-Apr-15	22-Apr-15	2	NOV	1-Apr-15	30-Apr-15	30	MARCH 10,2015	JAN 1, 2015-APRIL 30,2015	December 10, 2014		
Apr	8	23-Apr-15	6-May-15	2	NOV	16-Apr-15	15-May-15	30	MARCH 25,2015	JAN 16, 2015-MAY 15, 2015	December 25, 2014		
May	9	7-May-15	20-May-15	2	DEC	1-May-15	31-May-15	30	April 10,2015	FEB 1, 2015-May 31,2015	January 10, 2015		
May	10	21-May-15	3-Jun-15	2	DEC	16-May-15	15-Jun-15	30	April 25, 2015	FEB 16,2015-JUNE 15,2015	January 25, 2015		
Jun	11	4-Jun-15	17-Jun-15	2	JAN	16-May-15	30-Jun-15	45	April 25, 2015	FEB 16,2015 -JUNE 30, 2015	January 25, 2015		
Jun	12	18-Jun-15	8-Jul-15	3	JAN	1-Jun-15	15-Jul-15	45	May 10, 2015	MARCH 1, 2015-JULY 15, 2015	February 10, 2015		
Jul	13	9-Jul-15	22-Jul-15	2	FEB	1-Jul-15	31-Jul-15	30	June 10, 2015	April 1,2015 -July 31,2015	March 10,2015		
Aug	14	23-Jul-15	5-Aug-15	2	MAR	16-Jul-15	15-Aug-15	30	June 25, 2015	APRIL 16,2015 -AUGUST 15,2015	March 25, 2015		
Aug	15	6-Aug-15	19-Aug-15	2	MAR	1-Aug-15	31-Aug-15	30	July 10, 2015	MAY 1, 2015-AUGUST 31,2015	April 10, 2015		
Sep	16	20-Aug-15	9-Sep-15	3	APR	16-Aug-15	15-Sep-15	30	July 25, 2015	MAY 16, 2015-SEPT 15,2015	April 25, 2015		
Sep	17	10-Sep-15	23-Sep-15	2	APR	1-Sep-15	30-Sep-15	30	August 10, 2015	JUNE 1,2015-SEPT 30,2015	May 10, 2015		
Oct	18	24-Sep-15	7-Oct-15	2	MAY	16-Sep-15	15-Oct-15	30	August 25, 2015	JUNE 16, 2015-OCT 15,2015	May 25, 2015		
Oct	19	8-Oct-15	21-Oct-15	2	MAY	1-Oct-15	31-Oct-15	30	September 10, 2015	JULY 1, 2015- OCT 31,2015	June 10, 2015		
Nov	20	22-Oct-15	4-Nov-15	2	JUNE	16-Oct-15	15-Nov-15	30	September 25, 2015	JULY 16,2015- NOV 15, 2015	June 25, 2015		
Nov	21	5-Nov-15	18-Nov-15	2	JUNE	1-Nov-15	30-Nov-15	30	October 10, 2015	AUGUST 1, 2015-NOV 30,2015	JULY 10,2015		
Dec	22	19-Nov-15	9-Dec-15	3	JUL	1-Nov-15	15-Dec-15	45	October 10, 2015	AUG 1,2015 -DEC15, 2015	July 10, 2015		
Dec	23	10-Dec-15	30-Dec-15	3	JUL	1-Dec-15	31-Dec-15	30	November 10, 2015	SEPT 1, 2015-DEC 31, 2015	August 10, 2015		

Sales Promotions Calendar Themes - 2015

January:

It's a New Year - Get Fit – Get Healthy!

Super Bowl Savings

10 For 10 / 2-Fer Sales

National Oatmeal Month – Comfort Breakfast Foods

February:

Heart Healthy Month

Sweet Potato Month

Valentine's Day

Presidents Day

March:

National Nutrition Month

National Peanut Month

Frozen Food Month

10 for 10 / 2-Fer Sales'

March Madness Basketball

April:

Easter – April 5, 2015

Soy Foods Month – Good For You Foods/Gluten-Free Foods

Month of the Military Child

Earth Month (Recycled Paper Goods, All-natural cleaners)

May:

National Military Appreciation Month

Mother's Day Celebration

10 for 10 / 2-Fer Sales

Cinco de Mayo Celebration (May 5)

National Barbecue Month (Fresh Meat Specials)

National Salad Month

DeCA Celebrates Memorial Day

June:

Healthy Lifestyle Festival (worldwide military communities)

National Dairy Month

Flag Day/Army Birthday (June 14)

Father's Day Celebration

Patriotic Sales Events (leading up to 4th of July Weekend)

July:

Splash Into Summer Savings

National Ice Cream Month

Local Commissary Farmers Markets (optional)

Your Pet Your Family Campaign

10 for 10 / 2-Fer Sales

August:

Customer Appreciation Sale (Case Lot Sale - mid-month)

Local Commissary Farmers Markets (optional)

Healthy School Lunches Specials (Back to School)

National Peach Month

Coast Guard Birthday (Aug 4)

September:

Customer Appreciation Sale (Case Lot Sale - all month-long)

National Healthy Breakfast Month (Back to School)

Tailgate Party of Savings

U.S. Air Force Birthday (Sep 18)

National Chicken Month

Labor Day Weekend Sales Event

October:

National Apple Month

National Vegetarian Month

Oktoberfest Celebration

10 for 10 / 2-Fer Sales

Navy Birthday/Columbus Day (Oct 13)

Halloween Specials

November:

National Military Family Month

Military Veterans' Commemoration Event (Nov 6)

Veterans Day Weekend Sales Event (Nov 7-11)

Marine Corps Birthday (Nov 10)

Thanksgiving Holiday Specials ("Free Turkey" Coupon Booklets)

December:

Home for the Holiday Season Sale

Baking Healthy Holiday Treats

Ring in the New Year

10 for 10 / 2-Fer Sales

Healthy Cooking Resolutions for 2016