



IN REPLY  
REFER TO

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

MPS

October 22, 2014

**NOTICE TO THE TRADE – DeCA NOTICE 15-01**

**SUBJECT: May 2015 Worldwide Case Lot Sale**

The purpose of this Notice to the Trade is to provide Industry with the guidelines for the May 2015 Worldwide Case Lot Sale scheduled for April 16-June 30, 2015. All commissaries will participate, including overseas locations, and will submit their 3 or 4 day event timeframe through their zone manager to HQ Store Operations for approval and inclusion in the master list.

Sales dates for each store will be placed on [www.commissaries.com](http://www.commissaries.com) and broadcast through public affairs and our social media sites. Commissaries will also post information about their sale on the store's Web page to include unique details such as dates, hours, item availability, and special activities. Advertising with banners and signs announcing the sale at entrances to installations and shopping centers will be highly encouraged.

Core items selected for the case lot sale will be cases of product sold at sale prices that provide additional savings to commissary customers. Special PLU numbers, reserved for case lot sales, will be used to process cases through point of sale. Club pack items, special bonus, value, and institutional packs will also be considered. Perishable items may also be submitted for consideration to include meat, produce, deli/bakery, seafood roadshow, and frozen and chilled products, including provision of refrigerated trailers to accommodate item quantities. In addition, Store Directors will be highly encouraged to augment the case lot sale package with local offers from DSD vendors on beverages, salty snacks, and baked goods.

**Category managers will accept May Case Lot Sale proposals from our Industry partners from November 3 through November 14. Industry offers should include discount pricing, coupons (if applicable), vendor support, and minimum quantities, if required to justify exceptional pricing.**

Please submit your May Case Lot Sale offers on DeCAF 40-18 Case Lot Presentation Form (attached). Offers may include off invoice, local VCMs, and coupons. Also attached, the DeCAF 40-16 Promotional Display Presentation Form may be used to submit special club pack offers to include local VCMs and coupons. Category managers will review all offers, make selections, and the sales package will be constructed during the month of December and published the first week in January 2015. Pricing will be in effect from April 1 through June 30. Deadline for submission of pricing for "K" coded items will be March 10 for April 1 and for "O" coded items will be January 10 for February 1.

This will be a "mix and match" sale so like items with the same case pack and same price will be grouped together in the published package. This way store personnel can group similar items in the sale and allow customers to "mix and match" items when they buy their cases.

HQ Store Operations will work quantities with their standard “push package” procedures where quantities will be suggested by Industry and reviewed by store directors. They will also approve all participation waivers and highly encourage and monitor all store plans and activities to ensure maximum participation. Specific guidance will be provided from HQ Store Operations to each store on how to operate their case lot sales to include how product will be ordered, processing of VCMs and coupons, application of PLU labels on cases of product, and use of tents and other resources for the sale. **Special note: Industry will be required to provide all VCMs and coupons to store directors one week prior to the sale.**

Thank you in advance for your participation in this great endeavor. I look forward to reviewing exciting offers from Industry that will make this sale a huge success. My points of contact for the May 2015 Worldwide Case Lot Sale will be Mr. Charlie Dowlen, Category Manager, at 804-734-8000, extension 4-8385, and Ms. Donita Higgins, Category Analyst, at 804-734-8000, extension 4-8310.

RUSS.TRACIE.  
L.1109982578  
Tracie L. Russ  
Director of Sales

Digitally signed by  
RUSS.TRACIE.L.1109982578  
DN: c=US, o=U.S. Government, ou=DoD,  
ou=PMR, ou=DECA,  
cn=RUSS.TRACIE.L.1109982578  
Date: 2014.10.22 10:20:47 -0400

Attachments:  
As stated



# INSTRUCTIONS

## Case Lot Promotion Presentations (DeCA Form 40-18)

Effective October 01, 2012, DeCA's Case Lot Presentation Form (DeCAF 40-18) must be used to present items for Case Lot sales. DeCA's Case Lot Promotion Presentation form (DeCAF 40-18) enables vendors to present items only for case lot sales. Case lot sales allow customers to buy in bulk or for selected items and to "mix and match" products of similar size and price such as canned goods, cereals, and sodas at bulk prices. All other promotion presentations must be completed using DeCA Promotion Presentation Form (DeCAF 40-16). Case Lot Sale presentations will only be submitted on the DeCA Case Lot Presentation Form (DeCAF 40-18). DeCAF 40-15 will now be used only for New Item Presentations & File Maintenance Requests.

Presentations for Case Lot Sales must use DeCAF 40-18 (DeCA Case Lot Presentation Form). Formatting has been protected to allow our scanning program to read and retrieve data. Only the input cells are unlocked. You must complete all cells with blue fields before submitting your presentation. Some input cells – those highlighted in yellow – are for the government's use only. Do not enter anything in cells highlighted in yellow. The following is a brief overview of each page in the DeCAF 40-18.

On the Case Lot Presentation Sheet you will communicate if you are presenting new items, listing up to four items, and applicable information regarding the products and details of the promotion. The Promotion Presentation Sheet is always mandatory. If you are presenting more than four items you will need to use the Promotion Presentation Continuation pages to present up to a maximum of twenty-eight (28) items.

If you are presenting new items for Case Lot promotion, you must submit all new items on DeCA's New Item Presentation form (DeCAF 40-15) prior to submitting your Case Lot promotion request or with the Case Lot promotion request. New items submitted without a DeCAF 40-15 on file or included with the Case Lot Promotion Presentation form cannot be considered.

Once you have completed the form, physically sign a hard copy and then:

- Present the signed copy to the buyer, or
- Digitally scan the signed document, e-mail the scanned copy to the appropriate buyer, or
- Send the signed copy by mail or fax to the buyer.

If you have any questions on filling out the form, please contact:

- Donita Higgins
- E-mail: [Donita.Higgins@deca.mil](mailto:Donita.Higgins@deca.mil)
- Phone: (804) 734-8000 extension 48310.

**INSTRUCTIONS FOR CASE LOT PROMOTION PRESENTATION SHEET:** This form is designed to enable you to present the items for sales for a specific period of time or for specific events in bulk quantities (typically full cases); how you plan to promote the items; basic information about your company; the specific items you want to present; key information about the product including pricing. The following information must be completed on this form before it can be accepted for consideration:

**PROMOTION PERIOD:** Enter the promotion period you are recommending based on DeCA's annual promotion calendar.

- Select whether you are submitting the items for May Case Lot or September Case Lot.
- The Notice to the Trade (NTT) providing the annual promotional calendar is posted at [http://www.commissaries.com/business/trade\\_notices.cfm](http://www.commissaries.com/business/trade_notices.cfm), or [http://www.ala-national.org/commissary/notices\\_to\\_trade.aspx](http://www.ala-national.org/commissary/notices_to_trade.aspx).

**NEW ITEM:** If this is a new item being presented as either a onetime buy or to be added to DeCA's current assortment, you must indicate this is a new item, complete and present DeCA's New Item & File Maintenance presentation form (DeCAF 40-15). See doing business with DeCA page for instructions and a copy of the DeCAF 40-15 form ([http://www.commissaries.com/business/brandname\\_resale.cfm](http://www.commissaries.com/business/brandname_resale.cfm)).

**AVAILABILITY DATE:** For items currently in DeCA's stock assortment, enter the date product will be available to order from the DeCA distributors by listing the day, month and year (DD-MM-YY). If this is a new item, leave this field blank.

If this is a new item, when the buyer contacts you, you will confirm the distributor availability date for the product and promotional quantities, and the buyer will post the date in the DeCAF 40-15 to establish the initial pricing period and on the DeCAF 40-16 the date established by the vendor when incremental promotional quantities will be available to ship to the stores.

If this is a seasonal new item that will be available for worldwide distribution and being offered as a worldwide promotion, indicate in the remarks section when you need to have quantities from DeCA to meet the required delivery date for stores in Europe and the Pacific Theater to promote your items.

**BROKER:** Enter the broker's name in 30 characters or less—including spaces. The broker is the official representative authorized by the manufacturers to act on the manufacturer's behalf to fulfill contractual requirements.

**MANUFACTURER:** Enter the manufacturer's name in 32 characters or less, including spaces. The manufacturer is the name of the company listed on the Resale Ordering Agreement.

**CONTRACT NUMBER:** Enter the current contract number(s) in this space. There is a special way to list contract numbers. Your contract number begins with letters "HDEC" or DECA which are then followed by a sequence of numbers (for example: HDEC0111G9999). Contract numbers are listed by supplier, vendor number, or distributor at <http://www.ala-national.org/members/commissary/hq>.

- In the event you have multiple contract numbers (e.g. direct store delivery in CONUS and frequent delivery for overseas locations), list two contract number(s) for shipment in CONUS and indicate in the remarks section that other contract numbers have been listed in the remarks section.
- If you are a DSD vendor with unique contract numbers for selected stores in a marketing area, list your main contract numbers on the presentation page, indicate in the remarks section that additional contract numbers are listed in the remarks section and the applicable DoDAAC (store).

**VENDOR NUMBER:** Enter the vendor number (identifying which portion of a contract the items should be assigned). The vendor number normally begins with a letter followed by three numbers (e.g. A123) or four numbers (e.g. 1234). For a list relating items to their contract and vendor number go to <http://www.ala-national.org/members/commissary/hq>.



**POINT OF CONTACT:** Enter your points of contact (POCs) for.

- **VCM:** Enter your point of contact information including name, phone number and e-mail address for the person who will be receiving the bill back charges for product scanned during the promotion. Use up to 98 characters.
- **PRICING:** Enter your Electronic Data Interchange (EDI) point of contact information, including name, phone number and e-mail address. Use up to 98 characters.
- **SALES REP:** Enter your sales representative's contact information; i.e., name, phone number, and e-mail address. Your contact should be someone easy to reach and able to resolve any questions or issues regarding the promotion. Use up to 98 characters.

**PROMOTIONAL DATES AND PRICING:** Once an item has been accepted for promotion, the price will be locked for the promotional period listed on this form. For more information about price locking, see DeCA's notice to the trade on Business Rules for Electronic Data Interchange (EDI) for National Promotional Pricing. The Notice to the Trade (NTT) providing the relevant annual promotional calendar dates for each promotion has been posted on the DeCA WEB site at [http://www.commissaries.com/business/trade\\_notices.cfm](http://www.commissaries.com/business/trade_notices.cfm) as well as the ALA WEB site at [http://www.ala-national.org/commissary/notices\\_to\\_trade.aspx](http://www.ala-national.org/commissary/notices_to_trade.aspx). Enter your promotional dates and pricing for all items:

- **DISPLAY PERIOD DATES:** Enter your preferred display dates here. The date should list day, month and year (DD-MM-YY). For calendar year 2012, promotion for the period January 5<sup>th</sup> – 18<sup>th</sup>, 2012 would read 05-01-12 to 18-02-12.
- **VPR DATES:** Select RSL O for O coded items and A for all other RSL's (K,M,R,T,S,H) Enter the entire period you will be offering the reduced price for this promotion. The dates must include your requested promotion dates. Enter the start and end dates for the 75 or 135 day Voluntary Price Reduction (VPR) period. Do the same for the second RSL and VPR cells if you are submitting both O coded items and items with any other RSL code.

**VOLUNTARY PRICE REDUCTION (VPR) PRICING METHOD:** Select the type of method you will be using to reduce your price.

- **Off Invoice:** Price is reduced for all stores within a marketing area for a specific period of time consistent with the roll up period (1<sup>st</sup> – 15<sup>th</sup> of month or the 16<sup>th</sup> – end of month).
- **VCM:** indicates you will be marking down your items using a VCM
- **Both:** Indicates you will be reducing your price both off invoice and VCM.

**COUPON SUPPORT:** Select whether or not you will be using case coupon support, select whether or not you will be using item coupon support. A copy of the coupon can only be shown in the remarks section. Use the remarks section and remarks continuations sheets to enter additional information if necessary, including photographs of the coupon, distribution and quantity of coupons, expected redemption rate, and any other relevant information regarding your coupon program.

**GUARANTEED SALE:** If the items being presented are guaranteed sales: select "YES;" if not, select "NO." Before selecting this block, vendors should review the Guaranteed Sale and Price Warranty clauses in DeCA's Resale Ordering Agreement (ROA). A ROA is available from DeCA's doing business with industry WEB site at [http://www.commissaries.com/business/brandname\\_resale.cfm](http://www.commissaries.com/business/brandname_resale.cfm).

**IN STORE DEMONSTRATIONS:** select "Yes" if you will be conducting in-store demos; if not, check "No." If you select "Yes," annotate your demo plan in the remarks section if applicable. Identify which stores, number of demonstrations per store and other relevant information.



**OTHER MARKETING FUNDS:** Indicate if additional marketing funds are available. Annotate how the marketing funds will be used in the remarks section, any requirements to obtain these funds, when the funds will be available and how they will be allocated and disbursed. Examples: in-store radio, scholarship program, publications/handouts, or other outreach programs.

**PRESENTED/ACCEPTED FOR:** Use the drop down box to indicate each marketing area where you plan to promote the item, or would like the item added. You may only select the blocks on the left hand side and the buyer will indicate their decision on the right hand side of this section. If you are presenting:

- For a specific marketing area in CONUS (Northeast, Central, Southern, Midwest, Southwest or Northwest), specify the geographic area in the remarks section.
- For store specific requests list the store locations in the DoDAAC Listing section on the promotion page or on the Remarks page if additional space is needed.
- If you have store specific contracts submit them on the DoDAAC pages.
- For all stores within a marketing area, listing the applicable DoDAAC's is not needed.

**PRODUCT INFORMATION:** When posting your items, list the top selling line items in descending dollar sales ranking. Each item has ten distinct blocks for information:

- Do not enter a National Stock Number (NSN); DeCA will assign one.
- Brand (in 15 characters or less).
- Nomenclature (in 30 characters and less).
- Minimum ship quantity (by Stock Keeping Unit (SKU)—in other words, the minimum number of shipping units—whatever the shipping unit might be (e.g., cases, shippers, pallet modules, etc.)—the distributor is willing to ship under any given circumstance). Enter “NA” for entries of shipper or pallet module contents.
- When presenting shippers or pallets, enter the shipper or pallet's info in one row of sub-blocks, then list the information for each item contained within the sub-block rows that follow. To show their relationship of a shipper or pallet module to its contents, refer to the above instructions for the “MIN SHIP QTY (by SKU)” and “SH/PLT CONTAINS” cells or see the enclosed example.
- SH/PLT CONTAINS—for a shipper or pallet module, enter the total quantity of saleable units (for example: 300 EA) contained within; for the contents of shipper or pallet module—which should be listed as separate line items following the shipper or pallet module entry—enter the quantity of saleable units contained in the shipper or pallet module; otherwise, enter “NA.”
- Case pack (UPK): For example, if the item has twelve packages in a case list 12, if the item is a shipper or pallet the case pack list 1, if the item is random weight list 1.
- Unit of issue (UI). Use one of the following abbreviations for unit of issue:

BG for bag	CN for can	JR for Jar	SH for shipper
BO for bottle	CR for carton	KT for kit	TB for tube
BU for bunch	CS for case	LB for pound	TN for tine
BW for bowl	CU for cup	PK for package	TR for tray
BX for box	EA for each	PL for pallet	TU for tube

- In order for customers to accurately compare the prices of like items, DeCA has standardized the unit of issue (UI) usage based on items' assigned DIBS Department Commodity Generic Codes (DCG) D/C/G listing—posted on commissaries.com: About Us/Business With DeCA/Marketing; please adhere to the unit of issue usage listed for each DeCA category.
  - For the values in DIBS, go to <http://www.ala-national.org/members/commissary/hq> , or the DeCA pricing WEB site if you are not registered for the DeCA Web Pricing System; register by going to [http://www.commissaries.com/business/web\\_pricing.cfm](http://www.commissaries.com/business/web_pricing.cfm)).
  - When presenting a new item: review the commodity code listing at DeCA's WEB site at [http://www.commissaries.com/documents/business/buyer\\_listing.pdf](http://www.commissaries.com/documents/business/buyer_listing.pdf). You may enter a proposed RSL, but the appropriate category manager at DeCA will assign the final RSL.
- Net CT Weight: List the weight for the item based on the unit of measure listed. For example if the package weighs 16 ounces, list 16 in this field. Round the net weight to the nearest hundredth, e.g. if an item weight 14.752 ounces list 14.75.
    - If the item is a random weight item, list 1.
    - If the item is a shipper list the count, EXAMPLE: if a shipper contains 20 of one item, 30 of a second item and 25 of a third item, list 75 as the net content.
    - For items not measured by the ounce (OZ), list the appropriate quantity. Example: for box of razor blades containing 48 blades, you would list 48.
- Unit of Measure: In order for customers to accurately compare the prices of like items, DeCA has standardized unit of measure's (UOM's) based on items' assigned DIBS Department Commodity Generic Codes (DCG). A DCG Listing attachment has been posted alongside the DeCAF 40-16 and these instructions. Please use the standardize UOM for the applicable department commodity code Unit of measure (UOM). Use one of the following abbreviations for unit of measure:
    - BU for Bunch-for Produce
    - CT for Count-for multipack items (e.g., razor blades)
    - DZ for dozen-for eggs
    - EA for each
    - FT for feet-for items measured in linear feet (e.g., dental floss)
    - IN for inch- for tape
    - LB for pound-follow the five pound rule of thumb: grocery items that weigh five or more pounds are generally measured in pounds (e.g., dog food, random weight items); items that weigh less than five pounds are measured in ounces.
    - OZ for ounce-metric measurement aren't used in CONUS
    - PR for pair-for latex gloves
    - SF for square foot-for all items measured in square feet (e.g., paper towels, aluminum foils, facial tissues)




**SHIPPING LEVEL (CASE) GLOBAL TRADE IDENTIFICATION NUMBER (GTIN).** Enter all 14 digits to identify the product on the shelf. Do not enter any spaces or separation marks. The Global Trade Identification Number (GTIN) is a unique number used to identify products, inner packs or sleeves, cases, shippers, and pallets. See [http://www.gs1.org/docs/idkeys/GS1\\_GTIN\\_Allocation\\_Rules.pdf](http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf) for details regarding GTIN's.

**CONSUMER LEVEL (ITEM) GLOBAL TRADE IDENTIFICATION NUMBER (GTIN).** Enter all 14 digits to identify the product on the shelf. Do not enter any spaces or separation marks. The Global Trade Identification Number (GTIN) is a unique number used to identify products, inner packs or sleeves, cases, shippers, and pallets. See [http://www.gs1.org/docs/idkeys/GS1\\_GTIN\\_Allocation\\_Rules.pdf](http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf) for details regarding GTIN's.


**ITEM UNIVERSAL PRODUCT CODE:** Enter 11 digits. Enter the lead digit; (the digit preceding the bar code); enter the ten following digits; but do not enter the check digit (the digit that follows the bar code). A zero will auto populate the end position as the DeCA check digit. Do not enter any spaces or separation marks.

#### EXAMPLES:



This is the lead digit (include).      This is the check digit (do not include).

This item UPC would be entered as: **98765432109**.  
The UPC will populate in the cell with this format:  
**987654321090**




This is the lead digit (include).      This is the check digit (do not include).

This item UPC would be entered as: **01234567890**.  
The UPC will populate in the cell with this format:  
**012345678900**


**CASE UNIVERSAL PRODUCT CODE:** Enter 11 digits. Enter the lead digit; enter the ten following digits; but do not enter the check digit. A zero will auto populate the lead position to create the DeCA CUPC. Do not enter any spaces or separation marks.

#### EXAMPLES:



This is the lead digit (include).      This is the check digit (do not include).

This item UPC would be entered as: **98765432109**.  
The UPC will populate in the cell with this format:  
**098765432109**



This is the lead digit (include).      This is the check digit (do not include).

This item UPC would be entered as: **01234567890**.  
The UPC will populate in the cell with this format:  
**001234567890**



**DeCA PACKAGE COST:** You will need to confirm for the consumer unit (package) your regular and promotional pricing.

- **CONSUMER UNIT REG EDI PRICE:** In the Regular EDI cost field, enter the most recent regular EDI price for the consumer selling unit (package) sent to DeCA. Regular cost is the highest customer price charged DeCA over the last 52 weeks. This price must also be utilized as the regular cost on any industry provided DeCA signage. Vendors are reminded DeCA has a price warranty clause requiring the average of all price offers made over a calendar year (1 January – 31 December) by the vendor for all products covered under the resale ordering agreement shall be as low as or lower than those offers made to supermarkets in the United States under similar terms and conditions.
- **CONSUMER UNIT OFF INVOICE (VPR) EDI PRICE:** In the off invoice cost field; enter the lowest price you are willing to offer off invoice for the consumer selling unit (package). You will transmit this off invoice price using Electronic Data Interchange (EDI). The off invoice price must be for the entire pricing period listed.
- **CONSUMER UNIT + 1%:** This is the price the customer will see on the shelf. The price will automatically be calculated and represents the consumer unit VPR price plus a 1% recoup.
- **Do not enter anything in the VPR% field;** once data is entered into the two preceding fields, it will auto-populate with the percentage of savings over the item's regular cost.

**DeCA CASE COST:** The worksheet will automatically calculate the following:

- **REGULAR EDI PRICE (FOR CASE):** In the Regular EDI cost field, the most recent regular EDI price for the shipping unit (CASE) sent to DeCA is automatically calculated. Regular cost is the highest customer price charged DeCA over the last 52 weeks. This price must also be utilized as the regular cost on any industry provided DeCA signage. Vendors are reminded DeCA has a price warranty clause requiring the average of all price offers made over a calendar year (1 January – 31 December) by the vendor for all products covered under the resale ordering agreement shall be as low as or lower than those offers made to supermarkets in the United States under similar terms and conditions.
- **VPR PRICE (FOR CASE):** Do not enter anything in this field. In the off invoice cost field, the lowest price you are willing to offer off invoice for the shipping unit (CASE) will automatically be calculated based on the information you have provided. You will need to transmit this off invoice price using Electronic Data Interchange (EDI). The off invoice price must be for the entire pricing period listed.

**STORE LEVEL REDUCTIONS:** In addition to reducing the price off invoice, suppliers have the option to offer additional savings by reducing the price at store level:

- **VPR PRICE TOTAL (FOR CASE):** Do not enter anything in this field. The voluntary price reduction cost (VPR COST) field the promotion price being offered for the shipping unit (CASE) will automatically be calculated based on the information you have provided. If this is a new item presentation and you are offering an "every day low price" but want to have the item featured on promotion this space should be left blank.
- **VCM TOTAL (FOR CASE):** Enter the additional amount you will reduce the case cost at store level.
- **VCM COST + 1% RECOUP (FOR CASE):** Do not enter anything in this field. The value will automatically be calculated and represents the consumer unit VPR price plus a 1% recoup.
- **PERCENTAGE SAVINGS:** Do not enter anything in the VPR% field; once data is entered into the preceding fields, it will auto-populate with the percentage of savings over the item's regular cost.



**FINAL CASE COST BASED ON COUPON AMOUNT AND LEVEL OF VPR'S:** You will need to confirm your final case cost to DeCA for this promotion based the value of coupons you will provide each store as well as the method(s) you selected to reduce your price for the case lot sale:

- **COUPON OFFER (FOR CASE):** If you are providing a coupon to reduce the sale at store level, enter the coupon value in this block for the total value of the coupon. Provide a picture of the coupon in the required area on the form and indicate in the remarks section the number of coupons to be allocated to each store
- **VCM AMOUNT (FOR CASE):** Value will be calculated automatically.
- **FINAL PRICE (FOR CASE):** Value will be calculated automatically.
- **% SAVINGS:** Value will be calculated automatically.

**PATRON SAVINGS, PACKAGE SALES, DOLLAR SALES.** Enter the package sales. Patron savings and dollar sales will calculate automatically. The following are the definitions for:

- **PATRON SAVINGS:** Do not enter. This will be automatically calculated by taking the difference between the DeCA and retail price times the total package sales to determine the total savings for a specific period of time.
- **CASE SALES:** Total number of packages you expect will be sold only for the applicable display period even though the promotion may be offered for a longer period of time. If you want to list the quantity for the entire applicable display period, list your projections in the remarks and indicate the period of time.
- **DOLLAR SALES:** Total dollars you expect will be sold for the same period of time used for package sales.

**Regional Stockage List (RSL) and Department Commodity Code (DCG).**

This block has two distinct input cells:

- Enter the Region Stock Listing (RSL) code.
- Do not enter the Department Commodity Code (D/C/G) the buyer will assign it.
- For the values currently in DIBS, go to <http://www.ala-national.org/members/commissary/hq>, or the DeCA pricing WEB site (NOTE: If you are not registered for the DeCA Web Pricing System, you can register by going to [http://www.commissaries.com/business/web\\_pricing.cfm](http://www.commissaries.com/business/web_pricing.cfm)).
- When presenting a solely new item: review the commodity code listing at [http://www.commissaries.com/documents/business/buyer\\_listing.pdf](http://www.commissaries.com/documents/business/buyer_listing.pdf). You may enter an RSL proposal on the New Item Presentation Form (DeCAF 40-15) and this Promotion Presentation form, but the RSL will be determined and assigned by the appropriate DeCA category manager.
- Do not enter the plan-o-gram number the buyer will assign it.
- When making a regional or store specific presentation, make an annotation to that effect on the REMARKS page. Identify the specific marketing area and/or stores.

**SH/PL \$:** Do not enter. This will be automatically calculated when the presentation is for shippers or pallets and their contents. This cell will calculate the sum of the price multiplied by the number of units for each item.



**CASE CUBE:** Round to the nearest hundredth (e.g. 21.232 would be 12.24, 3.56, etc.).

**CASE WEIGHT:** Round to at least the nearest hundredth (e.g. 21.23, 3.56, etc.).

**PALLET TIE:** List the number of cases per layer.

**PALLET TIER:** List the number of layers per pallet.

**CIVILIAN COST:** This block has four distinct input cells. Enter average civilian pricing as follows:

- In the “REG E” field, enter the average non-promoted price for the East Coast civilian market.
- In the “REG W” field, enter the average non-promoted price for the West Coast civilian market.
- In the “PROMO E” field, enter the average promoted price for the East Coast civilian market.
- In the “PROMO W” field, enter the average promoted price for the West Coast civilian market.
- The Mississippi River demarcates the dividing line between the East and West Coasts. Enter data from the most recent twelve (12) month period.

**SAVINGS:** Do not enter anything in the “Savings” fields; the percent savings over retail will automatically be calculated (including the 1% DeCA recoup) based upon what you input in the other fields regarding pricing.

**DIBS PRICE LOOK UP (PLU):** Leave this block blank. It is for the government’s use only.

**BUYERS NOTES:** Leave this block blank. It is for the government’s use only.

**REMARKS:**

- If applicable, enter national media dates in the appropriate field (TV, Radio, Sampling, or Other). Enter additional media date information (market reach, frequency, audience demographics, etc.) in the remarks section if applicable.
- Indicate the type of coupon support you will be providing (National—or regional—FSI, In-store on Shelf, or In-store on Flyer).
- Enter additional information if necessary, including photographs of the coupon, quantity by store class (when applicable), distribution, frequency of coupon and any other relevant information.
- Indicate if additional marketing funds are available. Annotate how the marketing funds will be used on the Remarks sheet, or on one of the remarks continuation sheet. Examples: in-store radio, scholarship program, publications/handouts, or other outreach programs.
- If you will be conducting in-store demonstrations annotate your demo plan including which stores, number of demonstrations per store and other relevant information.
- Any relevant information you feel will help the buyer understand the features and benefits of your products.
- Pictures of products or shippers may be placed only in the section assigned for pictures.
- If you wish to have items considered for inclusion in the “Mix & Match” portion of the case lot sale indicate the items you would like to have in the “Mix & Match” program in the remarks section.

**SALES REPRESENTATIVE SIGNATURE:** When you sign this block, you are stipulating that all information you've entered is accurate and acknowledging that you are signing a legally binding agreement on behalf of the manufacturer listed on the DeCAF 40-18.

- This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their entered commitments. A minimum of 60 days notice is required to deviate from this commitment. "The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days."
- By signing this form, vendor agrees to take the appropriate action when an item is identified for deletions, addressing residual inventories in the distributor, and following the delete process in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location."
- The vendor agrees that DeCA has no responsibility to sell remaining inventory after 30 days from the ending date of the case lot sale and product may be returned to vendor at the discretion of DeCA.

**BUYER AND LINE ITEM MANAGER SIGNATURE:** Leave this section blank, it is for DeCA's use only. Once the buyer has approved an item for applicable stores, stores will identify their projected quantities for the promotion with the assistance of industry, orders placed by the store and products displayed during the applicable promotional period.

### **SPECIAL REMINDERS:**

- This form cannot be changed or altered in any manner.
- Besides the sales representatives signature (Sale Representative Signature, printed name, and phone number) on the promotion presentation pages handwriting on the form by industry is NOT permitted.
- You must fill out at least all blue fields before submitting your presentation.
- By signing this presentation form the supplier and their representatives as well as DeCA are committing to:
  - Insuring products selected will be ordered by stores, shipped in the quantities requested, and effectively merchandised on the shelf on a timely basis.
  - Taking appropriate action when an item is identified for deletion and addressing residual inventories in the distributor.
  - Acknowledging presentation will only be processed if all required information has been completed and certified by the vendor or their representative.
- If you have any questions regarding how to complete this form, contact Donita Higgins by e-mail at [Donita.Higgins@deca.mil](mailto:Donita.Higgins@deca.mil) or phone (804) 734-8000, extension 48310.

### **Attachments:**

1. Case Lot Promotion Presentation Form – DeCAF 40-18
2. Sample Case Lot Promotion Form – Off invoice only
3. Sample Case Lot Promotion Form – VCM only
4. Sample Case Lot Promotion Form – Both off invoice and VCM
5. Sample Case Lot Promotion Form – Pallet



# CASE LOT PRESENTATION FORM

BROKER:

MANUFACTURER:

CONTRACT NUMBER:

ONE -

TWO -

VENDOR NUMBER:

PRICING POINT OF CONTACT-

VCM POC:

SALES REPRESENTATIVE-

PROMOTIONAL DATES & PRICING:

DISPLAY PERIOD DATES:

START

END

RSL  
RSL

VPR DATES: START

END

VPR DATES: START

END

VPR PRICING METHOD:

COUPON SUPPORT:

CASE COUPON

ITEM COUPON

GUARANTEED SALE:

IN-STORE DEMOS:

OTHER MARKETING FUNDS:

PRESENTED/ACCEPTED FOR:

CONUS  
ALASKA  
HAWAII  
PACIFIC THEATER  
EUROPE  
CARIBBEAN

DoDAAC LISTING:

NATIONAL STOCK NUMBER						CASE GTIN	REG EDI PRICE	REGULAR EDI	VPR PRICE TOTAL+1%	COUPON OFFER	REGULAR SAVINGS	RSL CODE	CS CUBE	CIVILIAN PRICE		DIBS PLU	BUYER NOTES	
BRAND						UNIT GTIN	OFF INVOICE	CASE PRICE +1%	TOTAL AFTER VCM +1 %	VCM AMOUNT	PATRON SAVINGS	DEPT	CS WT	E PROMO	E REG			
NOMENCLATURE						UNIT UPC	(VPR)EDI PRICE	(VPR)EDI PRICE		FINAL PRICE +1%	CASE SALES	COMM		TIE	W PROMO			W REG
MIN SHIP	SH/PLT	UPK	UI	NET CONTENT	UOM	CASE UPC	VPR PRICE + 1%	VPR PRICE + 1%		% SAVINGS	DOLLAR SALES	GEN			% SAVE			% SAVE
							% SAVINGS	% SAVINGS	% SAVINGS	% SAVINGS	SAVINGS W/COUPON	SH/PL \$	TIER	% SAVE	% SAVE			

REMARKS:

Pictures:

This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their annotated commitments. A minimum of 60 days notice is required to deviate from this commitment. "The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days. The delete process will be followed in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location. Once movement is established, the distributor will not be expected to order in minimum ship quantities that are excessive relative to sales movement."

SALES REP SIGNATURE:

DATE:

BUYER SIGNATURE:

DATE:

LINE ITEM MGR SIGNATURE:

DATE:

**PROMOTIONAL DISPLAY PRESENTATION FORM**

BROKER: <input style="width:150px" type="text"/>		PRICING STRATEGY: <input style="width:50px" type="text"/>	NEW ITEM: <input type="checkbox"/> YES <span style="color:red">40-15 MUST BE SUBMITTED</span>	PROMO PERIOD: <input style="width:100px" type="text"/>	OPTION ONE - <input style="width:150px" type="text"/>	OPTION TWO - <input style="width:150px" type="text"/>
MANUFACTURER: <input style="width:150px" type="text"/>		DISTRIBUTOR AVAILABILITY DATE: <input style="width:60px" type="text"/>				
CONTRACT NUMBER: ONE - <input style="width:50px" type="text"/>	TWO <input style="width:50px" type="text"/>	VENDOR NUMBER: <input style="width:50px" type="text"/>	PRODUCT LEAD TIME: <input style="width:60px" type="text"/>			
PRICING POINT CONTACT- <input style="width:550px" type="text"/>						
SALES REPRESENTATIVE- <input style="width:550px" type="text"/>						
PROMOTIONAL DATES & PRICING:						
OPTION ONE -	DISPLAY PERIOD DATES: START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>	OPTION TWO-	DISPLAY PERIOD DATES: START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>			
	RSL <input type="checkbox"/> VPR DATES: START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>		RSL <input type="checkbox"/> VPR DATES: START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>			
	RSL <input type="checkbox"/> VPR DATES: START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>		RSL <input type="checkbox"/> VPR DATES: START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>			
MEDIA DATES: <input type="checkbox"/> TV START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>		COUPON SUPPORT: <input type="checkbox"/> NATIONAL/REGIONAL FSI		GUARANTEED SALE: <input style="width:60px" type="text"/>		
<input type="checkbox"/> RADIO START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>		<input type="checkbox"/> IN-STORE ON SHELF		IN-STORE DEMOS: <input style="width:60px" type="text"/>		
<input type="checkbox"/> SAMPLING START <input style="width:40px" type="text"/> END <input style="width:40px" type="text"/>		<input type="checkbox"/> IN-STORE FLYER		OTHER MARKETING FUNDS: <input style="width:150px" type="text"/>		

PRESENTED/ACCEPTED FOR:

CONUS

ALASKA

HAWAII

PACIFIC THEATER

EUROPE

CARIBBEAN

DoDAAC LISTING:

NATIONAL STOCK NUMBER						CASE GTIN	DeCA COST: REG/EDLP	VPR COST: COUPON OFFER CLUB PACK OFFER		CIV COST: REG E	SAVINGS COMPARISONS:				PATRON SAVINGS PKG SALES			LIFT %	RSL	BUYER NOTES:	
BRAND						UNIT GTIN	CASE LOT OFFER			REG W	REG/ EDLP	CASE LOT OFFER	COUPON OFFER	CLUB PACK OFFER	DOLLAR SALES			CASE LOT OFFER	COUPON OFFER		TIE
NOMENCLATURE						UNIT UPC	SAVINGS %:			PROMO E								CASE LOT OFFER	COUPON OFFER		CLUB PACK OFFER
MIN SHIP	SH/PLT	UPK	UI	NET CONTENT	UOM	CASE UPC	CASE LOT OFFER	COUPON OFFER	CLUB PACK OFFER	PROMO W											
									0							#VALUE!	#VALUE!	#VALUE!			
	0														SH/PL \$		ADD:				
									0							#VALUE!	#VALUE!	#VALUE!			
	0																ADD:				
									0							#VALUE!	#VALUE!	#VALUE!			
	0																ADD:				
									0							#VALUE!	#VALUE!	#VALUE!			
	0																ADD:				

REMARKS:	PICTURES:

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SALES REP SIGNATURE:	DATE:	BUYER SIGNATURE:	DATE:	LINE ITEM MGR SIGNATURE:	DATE: