



IN REPLY
REFER TO

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

MPS

March 20, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-42

SUBJECT: Changes to Promotional Packages

The purpose of this message is to update Industry with the latest information on changes to regular promotional packages that are published approximately every two weeks.

The following changes are effective with promotional period 18:

- “Manager’s Specials” will be extended 7 days past the end of the display period. This action will provide stores the opportunity to sell through residual product following the display period.
- Savings will be calculated based on the average non-promoted price of an item over the past year. This change will provide a more realistic level of savings that will appear on the promotional packages and signage.

Please make these changes to your promotional offers on the DeCA Form 40-16s when presenting to category managers beginning with promotional period 18.

Point of contact for questions regarding this information is Mr. Charlie Dowlen, Category Manager at 804-734-8000, extension 4-8385.

Tracie L. Russ
Director, Sales