



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

IN REPLY
REFER TO

MPS

NOTICE TO THE TRADE - DeCA NOTICE 15-45

MAR 30 2015

SUBJECT: Front-End Rack Plan-O-Gram

The purpose of the Notice to the Trade (NTT) is to notify Industry of DeCA's intent to review and update our current Front-End Rack Plan-O-Gram (POG). This effort will include some of the current product selection as well as including new innovation.

Previously, in NTT 15-03, we announced the development of new front-end racks and new POGs. With the replacement of our current business systems, DeCA plans to replace our current front-end equipment as well. As a result, we are delaying the effort to design new racks until the contract for front end equipment is awarded, which is anticipated in the October through December time period.

In order to take advantage of new innovation and trends occurring in the outside market, we are going to make a few minor changes and re-POG our current front-end racks. We will be working with Industry Captains revising our stock assortment to enhance variety, sales, savings, and customer satisfaction. This is an ideal time for Industry to present innovative and stimulating merchandising ideas that pertain to the front-end racks.

Category managers will continue to take presentations for the front-end racks items through April 15, 2015. In addition to reviewing traditional items, we will also consider healthier alternatives, beverages, health and beauty, and all other small impulse items. Appointments for this program are not necessary, but can be made by contacting respective category managers.

Point of contact for this NTT is Arnielle Fernandez, Category Manager, (804) 734-8000, extension 48705, or anielle.fernandez@deca.mil.

Archie Jones
for Tracie L. Russ
Director, Sales