



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

IN REPLY
REFER TO

MPS

June 8, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-67

SUBJECT: Promotional Calendar 2016

The purpose of this Notice to the Trade (NTT) is to provide Industry with the attached promotional calendar for 2016. Please note there are three special 3-week display periods coinciding with the Easter, Thanksgiving, and Christmas holidays, and one 45-day pricing period. The themes listed on the right side of the calendar include national holidays and significant events that will be the primary focus for each display period.

In addition to display dates, the attached calendar provides submission deadlines for pricing. Separate and earlier time requirements are listed for O-coded items to meet OCONUS order ship time. Prior to publication of promotional packages, Industry will be notified that their items have been tentatively selected for promotion and required to EDI pricing for all O-coded items within 48 hours of notification for the next pricing period. Adherence to pricing submission deadlines is critical to ensure items are priced correctly during promotional periods and to minimize pricing restages and promotional deletes that negatively impact DeCA, Industry, and ultimately our commissary patrons.

VPR dates for promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods as stated in the Pricing Period Length column. Reference DeCA NTT 15-42, Changes to Promotional Packages, released March 20, 2015, Manager's Special promotions will extend 7 days past the end of the display period.

Joint Annual Promotional Planning information to include promotional matrix and planning template will be released in a separate notice by the end of June. Category Managers are finalizing their matrixes for 2016 and are ready to schedule annual planning discussions.

My points of contact are Ms. Ryan Martin, Promotions Coordinator, at 804-734-8000, extension 5-2797 and Mr. Charlie Dowlen, Category Manager, at 804-734-8000, extension 4-8385.

Tracie L. Russ
Director, Sales

Attachment:
As stated

2016 PROMOTIONS CALENDAR - FINAL - JUNE 4, 2015

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	Theme(s)
Jan	1	28-Dec-15	10-Jan-16	2	Jul	16-Dec-15	15-Jan-16	30	11/25/15	16-Sep-15	15-Jan-16	8/25/15	Ringing in the New Year/Get Fit-Get Healthy
Jan	2	11-Jan-16	24-Jan-16	2	Jul	1-Jan-16	31-Jan-16	30	12/10/15	1-Oct-15	31-Jan-16	9/10/15	Special Olympics
Feb	3	25-Jan-16	7-Feb-16	2	Aug	16-Jan-16	15-Feb-16	30	12/25/15	16-Oct-15	15-Feb-16	9/25/15	Black History Month/Super Bowl 2/7/16
Feb	4	8-Feb-16	21-Feb-16	2	Aug	1-Feb-16	29-Feb-16	30	1/10/16	1-Nov-15	29-Feb-16	10/10/15	Valentine's Day/Value Brands/Heart Healthy
Feb	5	22-Feb-16	6-Mar-16	2	Aug	16-Feb-16	15-Mar-16	30	1/25/16	16-Nov-15	15-Mar-16	10/25/15	March Madness/Frozen Food Month
Mar	6	7-Mar-16	27-Mar-16	3	Sep	1-Mar-16	31-Mar-16	30	2/10/16	1-Dec-15	31-Mar-16	11/10/15	Easter 3/27/16
Mar	7	28-Mar-16	10-Apr-16	2	Sep	16-Mar-16	15-Apr-16	30	2/25/16	16-Dec-15	15-Apr-16	11/25/15	Go Green! Month of the Military Child
Apr	8	11-Apr-16	24-Apr-16	2	Oct	1-Apr-16	30-Apr-16	30	3/10/16	1-Jan-16	30-Apr-16	12/10/15	Earth Day/Dollar Days
Apr	9	25-Apr-16	8-May-16	2	Oct	16-Apr-16	15-May-16	30	3/25/16	16-Jan-16	15-May-16	12/25/15	Case Lot Sale /Mothers Day/MAM*/Cinco de Mayo (*Military Appreciation Month)
May	10	9-May-16	22-May-16	2	Nov	1-May-16	31-May-16	30	4/10/16	1-Feb-16	31-May-16	1/10/16	Memorial Day/Grilling Season
May	11	23-May-16	5-Jun-16	2	Nov	16-May-16	15-Jun-16	30	4/25/16	16-Feb-16	15-Jun-16	1/25/16	Healthy Lifestyle Festivals Worldwide and Healthy Pets
Jun	12	6-Jun-16	19-Jun-16	2	Dec	1-Jun-16	30-Jun-16	30	5/10/16	1-Mar-16	30-Jun-16	2/10/16	Fathers Day/National Dairy Month
Jun	13	20-Jun-16	3-Jul-16	2	Dec	16-Jun-16	15-Jul-16	30	5/25/16	16-Mar-16	15-Jul-16	2/25/16	July 4th/Patriotic Sales Event
Jul	14	4-Jul-16	17-Jul-16	2	Jan	1-Jul-16	31-Jul-16	30	6/10/16	1-Apr-16	31-Jul-16	3/10/16	Value Brands/Splash in Summer Savings
Jul	15	18-Jul-16	31-Jul-16	2	Jan	1-Jul-16	31-Jul-16	30	6/10/16	1-Apr-16	31-Jul-16	3/10/16	Local Farmers Markets
Aug	16	1-Aug-16	14-Aug-16	2	Feb	16-Jul-16	15-Aug-16	30	6/25/16	16-Apr-16	15-Aug-16	3/25/16	Summer Olympics 08/5-21/16
Aug	17	15-Aug-16	28-Aug-16	2	Feb	1-Aug-16	31-Aug-16	30	7/10/16	1-May-16	31-Aug-16	4/10/16	Back to School/Dollar Days
Sep	18	29-Aug-16	11-Sep-16	2	Mar	16-Aug-16	15-Sep-16	30	7/25/16	16-May-16	15-Sep-16	4/25/16	Labor Day/Case Lot Sales/Hispanic Month
Sep	19	12-Sep-16	25-Sep-16	2	Mar	1-Sep-16	30-Sep-16	30	8/10/16	1-Jun-16	30-Sep-16	5/10/16	National Healthy Bfast Month/Oktoberfest
Oct	20	26-Sep-16	9-Oct-16	2	Apr	16-Sep-16	15-Oct-16	30	8/25/16	16-Jun-16	15-Oct-16	5/25/16	Fall Harvest Sale/Columbus Day Sales
Oct	21	10-Oct-16	23-Oct-16	2	Apr	1-Oct-16	31-Oct-16	30	9/10/16	1-Jul-16	31-Oct-16	6/10/16	Dollars Days/Holiday Sales Begin
Nov	22	24-Oct-16	6-Nov-16	2	May	16-Oct-16	15-Nov-16	30	9/25/16	16-Jul-16	15-Nov-16	6/25/16	Salute to the Military/Veterans Day
Nov	23	7-Nov-16	27-Nov-16	3	May	1-Nov-16	30-Nov-16	30	10/10/16	1-Aug-16	30-Nov-16	7/10/16	Free Turkey Booklets for the Holidays
Dec	24	28-Nov-16	11-Dec-16	2	Jun	16-Nov-16	15-Dec-16	30	10/25/16	16-Aug-16	15-Dec-16	7/25/16	Home For the Holidays
Dec	25	12-Dec-16	1-Jan-17	3	Jun	1-Dec-16	15-Jan-17	45	11/10/16	1-Sep-16	15-Jan-17	8/10/16	Holiday Themes/Ringing in the New Year