



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

IN REPLY
REFER TO

MPS

June 25, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-68

SUBJECT: Seasonal and Club Pack Promotional Calendars – 2016

The purpose of this Notice to the Trade is to provide Industry with the attached seasonal and club pack promotional calendars for 2016. The seasonal calendar covers events such as Easter, Valentine's Day, Halloween, etc., and the club pack calendar includes club pack and the two worldwide case lot sales held in May and September, if executed. Please submit presentations for these special promotional packages to Category Managers as appropriate.

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.

Please ensure availability dates provided on DeCA Forms 40-15/16 are accurate. Product must be available at the appropriate distributor on schedule to meet overseas order ship time requirements.

My points of contact for these calendars 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. Thanks for your support!

Tracie L. Russ
Director, Sales

Attachments:
As stated

DeCA Holiday/Seasonal Promotional Calendar - 2016

	DATES	MINIMUM FDS/DSD PROMOTIONAL PRICING	TENTATIVE DATE TO SUBMIT	MINIMUM FDS/DSD PROMOTIONAL PRICING	DEADLINE TO SUBMIT	MONTH OF	Category Managers (CM)
HOLIDAY/ SEASONAL	OF DISPLAY	PERIOD REQUIRED FOR "O" CODED ITEMS	PRICING FOR	PERIOD REQUIRED FOR "K" ITEMS	PRICING FOR	PRESENTATION	
			"O" ITEMS		"K" ITEMS		
VALENTINE'S DAY, FEB 14, 2016	Jan 2, 2016-Feb 14, 2016	Sep 16, 2015-Feb 29, 2016	Aug 25, 2015	Dec 16, 2015-Feb 29, 2016	Nov 25, 2015	Jun 2, 2015-Jun 25, 2015	CM
WATER PROGRAM 2016	Jan 2, 2016-Dec 31, 2016	Sep 16, 2015-Dec 31, 2016	Aug 25, 2015	Dec 16, 2015-Dec 31, 2016	Nov 25, 2015	Aug 4, 2015-Aug 20, 2015	CM
EASTER - MAR 27, 2016	Feb 15, 2016-Mar 27, 2016	Nov 1, 2015-Apr 15, 2016	Oct 10, 2015	Feb 1, 2016-Apr 15, 2016	Jan 10, 2016	Aug 4, 2015- Aug 20, 2015	CM
EASTER HAMS 2016	Mar 1, 2016-Mar 27, 2016	Jan 16, 2016-Mar 31, 2016	Dec 25, 2015	Feb 16, 2016-Mar 31, 2016	Jan 25, 2016	Nov 3, 2015-Nov 19, 2015	CM
PASSOVER- Mar 21-Mar 27, 2016	Mar 21, 2016-Mar 27, 2016	Dec 16, 2015-Mar 31, 2016	Nov 25, 2015	Mar 16, 2016-Mar 31, 2016	Feb 25, 2016	Oct 6, 2015-Oct 22, 2015	CM
SUNCARE 2016	Mar 14, 2016-Feb 28, 2017	Dec 1, 2015-Feb 28, 2017	Nov 10, 2015	Mar 1, 2016-Feb 28, 2017	Feb 10, 2016	Sep 15, 2015-Oct 1, 2015	CM
CANNING SUPPLIES 2016	Mar 14, 2016-Feb 28, 2017	Dec 1, 2015-Feb 28, 2017	Nov 10, 2015	Mar 1, 2016-Feb 28, 2017	Feb 10, 2016	Sep 15, 2015-Oct 1, 2015	CM
SEVERE WEATHER 2016	Apr 4, 2016-Oct 31, 2016	Dec 16, 2015-Oct 31, 2016	Nov 25, 2015	Mar 16, 2016-Oct 31, 2016	Feb 25, 2016	Oct 6, 2015-Oct 22, 2015	CM
MOTHER'S DAY-MAY 8, 2016	Apr 4, 2016-May 8, 2016	Dec 16, 2015-May 31, 2016	Nov 25, 2015	Mar 16, 2016-May 31, 2016	Feb 25, 2016	Oct 6, 2015-Oct 22, 2015	CM
FATHER'S DAY-JUN 19, 2016	May 9, 2016-Jun 19, 2016	Feb 1, 2016-Jul 15, 2016	Jan 10, 2016	May 1, 2016-Jul 15, 2016	Apr 10, 2016	Nov 3, 2015- Nov 19, 2015	CM
HALLOWEEN OCTOBER 2016	Aug 8, 2016-Oct 31, 2016	May 1, 2016-Nov 15, 2016	Apr 10, 2016	Aug 1, 2016-Nov 15, 2016	July 10, 2016	Jan 5, 2016-Jan 21, 2016	CM
WINTER COCOA/CIDER 2016	Oct 3, 2016-Mar 31, 2017	July 1, 2016-Mar 31, 2017	Jun 10, 2016	Sep 16, 2016-Mar 31, 2017	Aug 25, 2016	Mar 1, 2016-Mar 17, 2016	CM
CHRISTMAS 2016							
INTERNATIONAL	Sep 6, 2016-Dec 25, 2016	May 16, 2016-Jan 15, 2017	Apr 25, 2016	Aug 16, 2016-Jan 15, 2017	Jul 25, 2016	Jan 5, 2016-Jan 21, 2016	CM
CHILL/FREEZE/PREPACKED MEAT	Oct 3, 2016-Dec 25, 2016	July 1, 2016-Jan 15, 2017	Jun 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	Feb 2, 2016-Feb 18, 2016	CM
FOOTBALL MADNESS (S BWL FEB 5)	Oct 3, 2016-Feb 5, 2017	July 1, 2016-Feb 28, 2017	Jun 10, 2016	Sept 16, 2016-Feb 28, 2017	Aug 25, 2016	Feb 2, 2016-Feb 18, 2016	CM
HOLIDAY HAMS	Oct 3, 2016-Dec 25, 2016	Aug 1, 2016-Jan 15, 2017	Jul 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	May 3, 2016-May 19, 2016	CM
COOKIES/CRACKERS/FRUITCAKE	Oct 3, 2016-Dec 25, 2016	July 1, 2016-Jan 15, 2017	Jun 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	Feb 2, 2016-Feb 18, 2016	CM
GIFT PACKS/HBC GIFT PACKS	Oct 3, 2016-Dec 25, 2016	July 1, 2016-Jan 15, 2017	Jun 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	Feb 2, 2016-Feb 18, 2016	CM
NONFOOD	Oct 3, 2016-Dec 25, 2016	July 1, 2016-Jan 15, 2017	Jun 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	Feb 2, 2016-Feb 18, 2016	CM
BAKING	Oct 3, 2016-Dec 25, 2016	July 1, 2016-Jan 15, 2017	Jun 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	Mar 1, 2016-Mar 17, 2016	CM
DRY GROCERY	Oct 3, 2016-Dec 25, 2016	July 1, 2016-Jan 15, 2017	Jun 10, 2016	Sept 16, 2016-Jan 15, 2017	Aug 25, 2016	Mar 1, 2016-Mar 17, 2016	CM
CANDY	Nov 1, 2016-Dec 25, 2016	July 16, 2016-Jan 15, 2017	Jun 25, 2016	Oct 16, 2016-Jan 15, 2017	Sep 25, 2016	Apr 5, 2016-Apr 21, 2016	CM

DeCA CLUB PACK/CASE LOT PROMOTIONAL CALENDAR - 2016

		MINIMUM FDS/DSD	TENTATIVE DATE	MINIMUM FDS/DSD	DEADLINE TO		
	DATES	PROMOTIONAL PRICING	TO SUBMIT	PROMOTIONAL PRICING	SUBMIT	MONTH	Category
CLUB PACK	OF	PERIOD REQUIRED	PRICING	PERIOD REQUIRED	PRICING	OF	Manager
CASE LOT	DISPLAY	FOR "O" CODED ITEMS	FOR	FOR "K" ITEMS	FOR	PRESENTATION	(CM)
			"O" ITEMS		"K" ITEMS		
CASE LOT SALES 2016							
CASE LOT MAY (if executed)	Apr 16- Jun 30, 2016	Feb 1-Jun 30, 2016	10-Jan-16	Apr 1-Jun 30, 2016	10-Mar-16	Oct 6-22, 2015	CM
CASE LOT SEPT (if executed)	Aug 16-Sep 30, 2016	Jun 1-Sep 30, 2016	10-May-16	Aug 1-Sep 30, 2016	10-Jul-16	Feb 2-18, 2016	CM
CLUB PACKS 2016							
WINTER 2016	Jan 1- Mar 31, 2016	Oct 16, 2015-Mar 31, 2016	25-Sep-15	Dec 16, 2015-Mar 31, 2016	25-Nov-15	Jul 7-23, 2015	CM
SPRING 2016	Apr 1-Jun 30, 2016	Jan 16 - Jun 30, 2016	25-Dec-15	Mar 16-Jun 30, 2016	25-Feb-16	Oct 6-22, 2015	CM
SUMMER 2016	Jul 1- Sept 30, 2016	Apr 16 - Sept 30, 2016	25-Mar-16	Jun 16- Sept 30, 2016	25-May-16	Jan 5-21, 2016	CM
FALL 2016	Oct 1-Dec 31, 2016	Jul 16 - Dec 31, 2016	25-Jun-16	Sept 16 -Dec 31, 2016	25-Aug-16	Apr 5-21, 2016	CM