



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

IN REPLY
REFER TO

MPS

July 1, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-69

SUBJECT: 2016 Promotional Calendar Presentation Schedule

The purpose of this Notice to the Trade is to provide Industry with the attached presentation schedule to support DeCA NTT 15-67, Promotional Calendar 2016. The schedule includes timelines for promotional presentations, selection, and tentative pricing requests. Shipper, pallet, and one time buy items, accepted for promotion, will be published and tentative pricing requests submitted two weeks early to accommodate planning for these promotions.

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

Thanks for your support!

Tracie L. Russ
Director, Sales

Attachment:
As stated

2016 PROMO/SHPR SCHEDULE

PROMO/SHIPPER DISPLAY PACKAGE 2016	Presentations due to Category Managers from Industry	Promo/Shpr Committee Meetings on Mondays	Committee Selections Go To Promo Team Three (3) Days After Committee Meeting	File Maint adds shippers in DIBS and returns to Promo Team Three (3) Days	Promo Team Sends Out Tentative Price \$ Request	Deadline To Submit Pricing For "O" Items
# 23 PROMO & #1 SHPRS	JULY	7/27/15	7/30/15	8/3/15	8/21/15	8/25/15
# 1 PROMO & 2 SHPRS	JULY	8/10/15	8/13/15	8/17/15	9/8/15	9/10/15
# 2 PROMO & 3 SHPRS	AUG	8/24/15	8/27/15	9/1/15	9/23/15	9/25/15
# 3 PROMO & 4 SHPRS	AUG	9/8/15	9/11/15	9/14/15	10/7/15	10/10/15
# 4 PROMO & 5 SHPRS	AUG	9/21/15	9/24/15	9/29/15	10/21/15	10/25/15
# 5 PROMO & 6 SHPRS	SEPT	10/5/15	10/8/15	10/14/15	11/6/15	11/10/15
# 6 PROMO & 7 SHPRS	SEPT	10/26/15	10/29/15	11/3/15	11/23/15	11/25/15
# 7 PROMO & 8 SHPRS	OCT	11/9/15	11/13/15	11/18/15	12/8/15	12/10/15
# 8 PROMO & 9 SHPRS	OCT	11/23/15	11/27/15	12/2/15	12/22/15	12/25/15
# 9 PROMO & 10 SHPRS	NOV	12/7/15	12/10/15	12/15/15	1/6/16	1/10/16
# 10 PROMO & 11 SHPRS	NOV	12/21/15	12/24/15	12/30/15	1/21/16	1/25/16
# 11 PROMO & 12 SHPRS	DEC	1/11/16	1/14/16	1/20/16	2/8/16	2/10/16
# 12 PROMO & 13 SHPRS	DEC	1/25/16	1/28/16	2/2/16	2/23/16	2/25/16
# 13 PROMO & 14 SHPRS	JAN	2/1/16	2/4/16	2/9/16	3/8/16	3/10/16
# 14 PROMO & 15 SHPRS	JAN	2/8/16	2/11/16	2/17/16	3/8/16	3/10/16
# 15 PROMO & 16 SHPRS	FEB	2/22/16	2/25/16	3/1/16	3/23/16	3/25/16
# 16 PROMO & 17 SHPRS	FEB	3/7/16	3/10/16	3/15/16	4/6/16	4/10/16
# 17 PROMO & 18 SHPRS	MAR	3/21/16	3/24/16	3/29/16	4/21/16	4/25/16
# 18 PROMO & 19 SHPRS	MAR	4/4/16	4/7/16	4/12/16	5/6/16	5/10/16
# 19 PROMO & 20 SHPRS	APR	4/18/16	4/21/16	4/26/16	5/23/16	5/25/16
# 20 PROMO & 21 SHPRS	APR	5/2/16	5/5/16	5/10/16	6/8/16	6/10/16
# 21 PROMO & 22 SHPRS	MAY	5/16/16	5/19/16	5/24/16	6/22/16	6/25/16
# 22 PROMO & 23 SHPRS	MAY	5/31/16	6/3/16	6/8/16	7/6/16	7/10/16
# 23 PROMO & 24 SHPRS	JUNE	6/20/16	6/23/16	6/28/16	7/21/16	7/25/16
# 24 PROMO & 25 SHPRS	JUNE	7/5/16	7/8/16	7/13/16	8/8/16	8/10/16
# 25 PROMO & 1 SHPRS	JULY	7/25/16	7/28/16	8/2/16	8/23/16	8/25/16

Blue shaded areas indicate 3 week promotional periods.