



IN REPLY
REFER TO

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

MPS

August 4, 2015

NOTICE TO THE TRADE - DeCA NOTICE 15-84

SUBJECT: Canned Vegetable Value Brand

The purpose of this Notice to the Trade is to request presentations on a Value Brand line within the canned vegetable category. During the ongoing category review it became evident that DeCA requires a more competitive Value Brand line, comparative with private label and store brands. The Sales Directorate will accept electronic presentations from canned vegetable suppliers on the following 300 size core items:

- Green Beans French
- Corn Whole Kernel
- Corn Cream Style
- Peas Sweet
- Green Beans Cut

The goal of this solicitation is to provide value-seeking commissary shoppers an alternative similar to private label and store brands available in retail grocery. In order to provide this choice to our patrons, DeCA expects to provide items of national brand quality at lower than private label/store brand prices. The line selected will be added to DeCA's stock assortment and Value Brand program beginning January 1, 2016. Value price points will be continuously monitored to ensure these goals are achieved.

All Presentations must be received by close of business August 24, 2015. Other requirements include a 12-month pricing commitment, EDI capability, field support, and FDS distribution, and must be included with all presentations.

Point of contact for this NTT is Mr. Jon Sanders, Category Manager, (804) 734-8000, extension 48234, or jon.sanders@deca.mil.

Tracie L. Russ
Director, Sales