

DOC

June 27, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-86

SUBJECT: Defense Commissary Agency Gift Cards

Effective, June 30, 2011, the Defense Commissary Agency (DeCA) will be implementing a gift card program. The nonreloadable DeCA gift cards will be available in \$25 and \$50 denominations. They may be obtained in three ways: in any commissary at the full service registers, the customer service area or cash office, or ordered on the Internet at www.commissaries.com/giftcard. A shipping and handling fee is added to all gift card orders through the Internet. DeCA gift cards are redeemable only by authorized commissary customers at any commissary worldwide and expire 5 years after date of activation or as required by law.

Purchases of more than \$500 in gift cards should be made through the DeCA Web site, www.commissaries.com/giftcard. This will help ensure a sufficient supply of gift cards are available for commissary patrons and prevent tying up registers and personnel for extended periods of time while each gift card is individually swiped to activate.

Gift cards may not be used to pay for Vendor Credit Memos, demos, exchanged for cash, or returned for a refund.

Gift cards offered by Industry representatives must be awarded directly to the authorized patron(s) or designated beneficiary, e.g., Morale, Welfare and Recreation, schools, chaplain's fund, etc.

Industry representatives may not give gift cards to DeCA employees for any reason, including personal use.

DeCA personnel will not accept, handle, store, or distribute gift cards on behalf of Industry representatives, organizations, or activities.

DeCA is not responsible for lost, stolen, destroyed, or mutilated gift cards. The commissary has the right to refuse acceptance of any gift card that appears to be altered, copied, reproduced, or when the card number is unreadable or missing on a card that will not scan.

DeCA will continue to redeem gift vouchers until August 31, 2016, regardless of the expiration date printed on them. Industry representatives who currently have gift vouchers are requested to distribute them prior to purchasing and distributing gift cards.

My points of contact are Ms. Danna Eldridge, DSN 687-8000 or 804-734-8000, extension 4-8772; Mr. Rey Andres, DSN 687-8000 or 804-734-8000, extension 8-6229; or Mr. Robert Bunch, DSN 687-8000, or 804-734-8000, extension 8-6190.

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James J. Hudson, Jr.
Director, Performance and Policy