

PSM

July 1, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-91

SUBJECT: DeCA Front End Rack Stock Assortment Refresh Round Table

The purpose of this Notice to the Trade (NTT) is to notify Industry that a roundtable discussion will be held on July 26. The roundtable discussion is scheduled for 1 to 3 p.m., at the Defense Commissary Agency, 1300 E Avenue, Fort Lee, Virginia 23801, Multipurpose Room 3 and 4. The purpose of this meeting is to get input from Industry on concerns, suggestions, and questions as they relate to the merchandising and stock assortment of the front-end rack program. The items located on the front end racks will be unique; therefore, not located in other shopping areas within the commissary. If unable to attend, interested parties may submit their comments to Ms. Barbara Merriweather by mail or by e-mail no later than July 22.

Topics for discussion include, but are not limited to, the following:

- New Magazine Racks for 2011 to 2012 Rollout (CONUS and OCONUS)
- Rack Placement on Registers
- Item Selection (i.e. – healthy products, shippers, etc...)
- Coolers/Item Selection

Point of contact for this NTT is Ms. Barbara Merriweather, Category Manager, 804-734-8000, extension 4-8861, or by email (barbara.merriweather@deca.mil).

//signed//
Christopher T. Burns
Director of Sales