



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

IN REPLY
REFER TO

MPM

November 9, 2017

NOTICE TO THE TRADE – DeCA NOTICE 18 - 02

SUBJECT: “Thinking Outside the Box” Quick Meal Solution Program 2018

The purpose of this notice is to request Industry support for the “Thinking Outside the Box” quick meal solution program for CY 2018 for display periods 8 through 24.

“Thinking Outside the Box” is a segment on healthy meal solutions created by DeCA's Dietitian, Ms. Deborah Harris, to support health and wellness needs and assist patrons in using their commissary benefit to make healthy, economic choices. The program includes a recipe and health & wellness information/tips as part of a meal solution. It is available on www.commissaries.com under “Healthy Eats” and as part of the commissary sales flyer.

A mandatory "Thinking Outside the Box" endcap has been implemented in K3 and above stores; K1 and K2 stores may participate if display space permits. Marketing kits to include posters and ceiling danglers are available in stores to promote this program and direct shoppers to the meal solution location.

DeCA is requesting Industry support the program by submitting recipe ingredients to the appropriate category manager for applicable display periods as part of your regular promotional program submissions. Lists of recipe ingredients needed for each display period are attached.

This program is important to DeCA as we continue to support DOD’s focus on the health and wellness of our military members and their families. Points of contact for this notice are Amy Perkinson, Promotions Manager, at 804-734-8000, extension 48386, and Tita Kalua’u, Promotions Coordinator, extension 52879.

Hector Granado
Director of Marketing

Attachment:
As stated