



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

IN REPLY  
REFER TO

MPM

September 27, 2018

NOTICE TO THE TRADE – DeCA NOTICE 18-72 (Addendum)

SUBJECT: Display Planning Matrix 2019

The purpose of this Notice to Trade (NTT) is to provide additional information to clarify our recently published NTT 18-72 Display Planning Matrix 2019.

As previously discussed at the May 2018 Richmond ALA and during the Joint Business Planning session in June, the promotions team developed the initial iteration of the display matrix in cooperation with members of industry and category management teams. This matrix is to be considered a fluid and living document as we want to ensure that we take into account the ever changing shopping needs of our customers, introduction of new items and categories. The display matrix does not take away from the other promotional vehicles such as shippers, wall of values, on shelf, etc.

We fully expect to get feedback as we continue to refine this living matrix. In the event that you have a proposal that does not either fit within the promotional matrix or was not represented in the first iteration, you are encouraged to discuss it with the applicable category management teams.

The point of contact for this initiative is Michael A. Pulley, Chief, Promotions and Marketing who can be reached at [Michael.pulley@deca.mil](mailto:Michael.pulley@deca.mil) or (804) 734-8000, extension 48521.

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