



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

IN REPLY  
REFER TO

MPM

September 25, 2018

NOTICE TO THE TRADE – DeCA NOTICE 18-72

SUBJECT: Display Planning Matrix 2019

The purpose of this Notice to Trade (NTT) is to notify our industry partners that the Display Planning Matrix 2019 is attached starting with display period #6.

The submission process will remain the same. The only difference moving forward is that this matrix provides you the categories that the Agency will be promoting during each specific display period.

In the interest of time, all industry representatives are encouraged to follow the matrix. By doing so, it will alleviate the preparation of proposals that will be rejected because it is not on the promotional calendar. Likewise, it will alleviate an undue workload on the category teams that could best be used providing appropriate attention to targeted promotions.

In the event that you have a proposal that does not fit the promotional matrix, you are encouraged to discuss it with the category teams well in advance of the promotional period.

The point of contact for this event 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.

Hector Granado  
Director, Marketing