



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

IN REPLY  
REFER TO

MPS

January 11, 2019

NOTICE TO THE TRADE – DECA NOTICE 19-06

SUBJECT: CY 19/20 Sales Floor Rack/Cooler Program Presentations

The purpose of this notice is to announce the Sales Directorate will accept presentations to update the current sales floor rack/cooler program covered by DeCA Notice 18-21. Presentations must be submitted via email to Ms. Iveena Henderson, Category Manager, (with copy to the respective category manager) by **COB February 8, 2019**.

Please note, Ms. Henderson is serving as the lead for the program; respective category managers will be involved in the review and selection process.

The primary focus for the rack program is to feature items that lend themselves to off-shelf displays, are highly promoted, high velocity or seasonal, and in the commissary assortment. Not included in this program are in-line front-end racks, shippers, the National Industries for the Blind, and temporary fixtures to support new product introductions.

Items proposed for the program will not be allocated outside of their store class size to accommodate a rack. For example, a rack offered for a K2 class store should not contain K3 items.

A written business case or PowerPoint presentation is required and must contain the following information at a minimum:

- Brand, nomenclature, and item UPCs to be displayed on the rack/cooler; if rack is seasonal and/or product will be rotated through, this information should be included (items/UPCs by season or rotational interval)
- 2018 sales and savings comparison with civilian AOC
- Category rank of offered brand/item(s)
- Desired display performance timeframe, if seasonal
- Desired in-store location
- Desired store classification
- Type of display fixture, to include photo, dimensions, proposed store class; include different sized racks to support each store class if proposing multiple size offers
- Previous rack sales history, if any, to include participating stores
- Projected anticipated sales (dollar and units) and projected patron savings
- Include program details (e.g., projected items segment that will be included on the racks for each season or month)

Additional program requirements include:

- Electronic Data Interchange pricing preferred; Web pricing will be considered
- Swell allowance to cover hidden damage and product out-of-code/expiration dates
- Racks must be maintained by Industry to include stocking, cleaning, repair
- Suppliers may provide additional information to strengthen their business case for program acceptance

Proposals should be made with the understanding that approved racks will be mandated by store class. Selections and approvals by DeCA are made in good faith that racks placed in stores will be maintained in a serviceable and clean condition, and that rack items will be replenished in a timely manner. Failure may result in the removal of the racks.

**DeCA anticipates making decisions and announcing rack program selections by February 28, 2019, with implementation beginning in March 2019.** The base period for this program is March-December 2019, with an option to extend for an additional year through 2020. Continuation for the optional year is automatic unless either DeCA or the vendor elects cessation. Exceptions may be made for new innovative industry programs that may occur.

Point of contact for this program is Ms. Iveena Henderson, [iveena.henderson@deca.mil](mailto:iveena.henderson@deca.mil), or 804-734-8000, extension 86727.

*Tracie L. Russ*

Tracie L. Russ  
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