



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

IN REPLY
REFER TO

MPS

June 13, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-41

SUBJECT: UPDATE to **Top 50 Stores** – In-Store Product Demo Program

The purpose of this notice is to update Industry on DeCA's weekly in-store product demonstration program. The intent is to have at least 3 in-store product demonstrations scheduled in each of our **Top 50 stores** every weekend (**Friday, Saturday, Sunday**; 10am-4pm each day).

The Sales Directorate has received multiple demo requests and the program is off to a great start!! **Please continue to submit your demo ideas!** This program was developed to support our goal to increase the average shopping basket size by 2 items and to enhance the shopping experience for commissary customers. Product demonstrations should include sampling and coupons; or coupons only, if sampling is not feasible. Presentations should focus on items that support regular DP, seasonal, or Club Pack published promotional packages; however, items not included in promotional packages will be considered provided they do not directly compete.

Presentations should be submitted in a one page sell sheet format, (example at TAB A), that includes all relevant information required by stores to participate. Required also, include a spreadsheet with quantities required (by store) to support the product demonstration (TAB B).

Payment for in-store demonstration products and supplies may occur at one of three timeframes (surcharge will be added to retail price for all demonstration purchases):

- Before the demo starts, at the register.
- Immediately after the demo, at the register.
- If payment for demo product or supplies cannot be made immediately, a VCM will be prepared and held in the admin office for vendor payment.
 - VCMs for demos will not be held for more than 2 weeks and payment will be made at the register as a normal sale (not VCM), at retail price with surcharge added.
- Product demonstration purchases do not require military identification card.

Food safety Food Handler training is required to conduct a food sampling product demonstration in commissaries. Online training is available to fulfill this requirement. The following are links to some available training sites (This is not an inclusive list; other sources may exist. These sources are provided for informational purposes only and are not endorsed by the Defense Commissary Agency):

- <https://www.servsafe.com/access/SS/Catalog/ProductDetail/SSECT6>
- <https://www.statefoodsafety.com/food-handler>
- <https://www.foodhandlerclasses.com/>

Point of contact for this NTT is Ms. Sallie Cauthers at sallie.cauthers@deca.mil or 804-734-8000 extension 48769.

Thank you for your continued support!

Tracie L. Russ

Tracie L. Russ
Director, Sales

Attachments

As stated