



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

IN REPLY REFER

TO

MPM

July 23, 2019

NOTICE TO THE TRADE-DECA NOTICE 19 - 56

SUBJECT: El Centro, CA Store Reset, September 16-18, 2019

The purpose of this "Notice to the Trade" is to provide the schedule for the El Centro Commissary dry, chill, freeze, produce, and pre-packaged meat reset with full shelving change out. The schedule is as follows:

- Monday, September 16, pull down of dry grocery starting at 4 p.m.
- Tuesday, September 17, reset the complete dry grocery section and freeze sections starting at 8 a.m.
- Wednesday, September 18, reset the complete chill and pre-packaged meat sections at 8 a.m. and Produce FF&V at 12 p.m.
- Thursday, September 19, reopen the store at the regular hours of operation.

In order to complete this aggressive schedule, vendor support, to include DSD, will be extremely important especially for the duration of the store set dates. Please provide enough support to include a complete reset of dry, frozen, chill, and pre-packaged meat. This is imperative in those states where travel time to the store is included in the scheduled tour of duty for vendor support.

If you have any questions or concerns, please contact Lisa McWilliams, Marketing Directorate, 804-734-8000, extension 48708, Darnell Hicks, Marketing Directorate, 804-734-8000, extension 48293, or Brian Myrick, Marketing Directorate, 804-734-8000, extension 48371.

Hector G. Granado
Director of Marketing

cc:
Zone Manager, Zone 16
Store Director, El Centro Commissary