



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPM

January 24, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20 – 24

SUBJECT: April/May Sidewalk Sale

The purpose of this Notice to the Trade (NTT) is to inform Industry that the Defense Commissary Agency (DeCA) will be conducting Sidewalk Sales during the timeframe of April 1, 2020 to May 31, 2020. The sidewalk sales will be conducted using the Month of the Military Child (April) or Military Appreciation Month (May) theme. Each commissary will be limited to conducting one sidewalk sale, lasting a maximum of four (4) days, during the designated period.

DeCA will provide industry with specific sidewalk sale dates by commissary. Commissaries will then coordinate with local sale's representatives for product offers which may include additional coupons and/or price reductions through Vendor Credit Memorandums. Items featured for these events should not conflict with the club, seasonal, or regular display packages covering the designated timeframe.

CONUS stores are required to coordinate their sale's offerings with their distributors and overseas stores are required to coordinate with their supporting CDC inventory managers, respectively. VCMs will be processed at store level in overseas commissaries, versus at CDC, to support varying products and sale's dates.

Point of contact for this notice is Michael A. Pulley, Michael.pulley@deca.mil or (804) 734-8000, extension 48521.

Hector Granado
Director, Marketing