



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

MPM

February 6, 2020

NOTICE TO THE TRADE – DECA NOTICE 20-23

SUBJECT: Deal of the Week

The purpose of this notice is to provide Industry with the requirements for submitting product to be considered for a Deal of the Week. The Deal of the Week will feature a maximum of four items offered at a 30% or more savings off the cost price. The Deal of the Week will run from Thursday through Sunday each week.

The following information must be considered and included with submission:

- Items offered for the program should be in a current holiday, club pack, or regular display package. Items not in a promotional package will be considered only if the item does not directly compete with any of the items on the proposed package that corresponds with the dates of the proposed deal of the week.
- Items for consideration will be submitted through Bill Back Manager as a “Hot Deal” to the category team. The current price of the item must remain constant through the 4-day period.
- Items being offered should be submitted a minimum of 6 weeks prior to the start date of the deal. Recommended order quantities identified by store must be included with the submission. Forecasted lift and recommended quantities should be based on historic movement and movement for the item when sold at or near the price point for which the item is being offered,

The intent of the program is to have a high percentage sell-through of mandated quantities. Therefore, any remaining product will be handled in the same manner as residual quantities from the push package.

Also, note that any item approved for this promotion will be highlighted in the Commissary Sale’s Flyer that is released each display period.

Point of contact for this notice is Michael 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

PROUD, COMMITTED AND MORE.

Attachments:

As stated

cc:

Logistics

Store Operations

Area Directors

Zone Managers

Store Directors