



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

IN REPLY
REFER TO

MPS

May 14, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20-59

SUBJECT: Display Program Activity to Resume with DP 22

Effective immediately, planning for promotional off-shelf display activity will resume beginning with DP 22 (October 26 – November 8). Promotional offers for Shippers 22, Shippers 23, and Regular 22 are due to Category Management (CM) teams by COB May 20. Due dates for remaining CY promotions remain the same.

Promo Period	Event Number	Date of Displays (all are two-week periods)		Offers Due to CM Teams
Shippers 22	20200322	10/26/20	11/8/20	5/20/2020
Shippers 23	20200323	11/9/20	11/22/20	5/20/2020
Regular 22	20200022	10/26/20	11/8/20	5/20/2020
Shippers 24	20200324	11/23/20	12/6/20	5/25/2020
Regular 23	20200023	11/9/20	11/22/20	5/25/2020
Shippers 25	20200325	12/7/20	12/20/20	6/8/2020
Regular 24	20200024	11/23/20	12/6/20	6/8/2020
Shippers 26	20200326	12/21/20	1/3/21	6/22/2020
Regular 25	20200025	12/7/20	12/20/20	6/22/2020
Regular 26	20200026	12/21/20	1/3/21	7/6/2020

As a reminder, off shelf promotional activity was suspended with release of NTT 20-49 beginning March 26 (DP-7). Committed quantities for shippers, pallets, and one-time-buys (OTB) through DP13 (through July 5) will be ordered by each store at the appropriate time. If there are published / committed shippers, pallets, and OTBs that will not be available, please notify the designated category management team for removal from the program.

Off-shelf promotional activity for DP14 through DP 21 will be considered on a case by case basis. Offers must include suggested quantities by store to support the promotion. Club Pack, Seasonal, and Holiday programs will continue as scheduled.

Point of contact for this NTT is the designated Category Manager and the undersigned.

Thanks for your continued support!

Tracie L. Russ
Director, Sales