



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

IN REPLY
REFER TO

MPS

December 7, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-12

SUBJECT: 2021 Planning Calendar

The Sales Directorate is pleased to unveil the 2021 Commissary Planning Calendar, a resource guide for our management staff that gives them a monthly reminder of upcoming promotions and themes for their planning purposes.

This monthly calendar and resource booklet is shared by DeCA Sales, Marketing, and Logistics; Store Operations, and all our Store Management. We want to share this planning tool with you by directing you to the link on www.commissaries.com; click on Our Agency; under Business with DeCA, click on Business Resources; under Pages and Links, click on Promotions; and scroll down to Promotional Calendars. Please use Microsoft Chrome or Edge when opening this site. Recommend the Spread Version for convenient viewing.

We have a lot ahead of us in our new normal, and I'm proud to enter 2021 with all of you; working together to offer the best commissary benefit possible emboldened by exciting promotional items and events that further accentuate our everyday savings to our great military patrons.

If your organization is interested in obtaining "print-ready graphics files" to publish a hard copy calendar for your team, please contact Ms. Sallie Cauthers, sallie.cauthers@deca.mil, (804) 734-8000, extension 48769.

Tracie L. Russ
Director, Sales