



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

MPM

March 24, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21 –67

SUBJECT: 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 May 1 -31, 2021 at all CONUS locations only. The sidewalk sales will be conducted using the Military Appreciation Month (May) theme as well as other applicable themes such as Military Spouse Day (May 7th) and Armed Forces Day (May 15th). Each commissary will be required to conduct 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 by close-of-business, Wednesday, April 7, 2021. Industry members are encouraged to offer their best deals especially those involving coupons. The use of coupons is preferred because it allows patrons to receive additional savings, it provides commissaries with a higher dollar ring, and it reduces the workload on the stores when not having to process Vendor Credit Memorandums (VCM). While coupons are encouraged, VCM's will also be accepted locally for this sale.

Commissaries will coordinate with local sale's representatives. There will not be any formal promotions package released for this event. Items featured for these events should not conflict with the seasonal or regular display packages covering the designated time frame.

Point of contact for this notice is Mike Pfister, Mike.Pfister@deca.mil, or (804) 734-8000, extension 86210.

Bonita Moffett
Director of Sales