



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPSG

June 21, 2021

NOTICE TO THE TRADE - DECA NOTICE 21- 89

SUBJECT: September Sidewalk Sale

The purpose of this Notice to the Trade (NTT) is to inform Industry that the Defense Commissary Agency (DeCA) will conduct Sidewalk Sales throughout the month of September. Each commissary will be required to conduct a sidewalk sale, lasting a maximum of four days, during the designated period. The sidewalk sales will be held in all CONUS commissaries, to include Alaska and Hawaii stores. DeCA will provide Industry with specific sidewalk sale dates by commissary no later than Friday, July 30, 2021. The event number for the September 2021 Sidewalk Sale is 20210055.

Industry partners should send their promotional offers to the appropriate category managers by July 6, 2021. Promotional offers are required to be submitted on DeCA standard forms 40-15 and 40-16. Industry offers should include adjusted pricing, coupons (if applicable) and vendor support. Since club packs play a big role in sidewalk sales, please include your extra offers for club packs as well as other sidewalk sale opportunities.

Our goal is to create a package for the commissaries to use as a guide to support their sidewalk sales. Commissaries will be required to send advance orders for items selected, 30 days prior to their sidewalk sale start date. This will assist Industry with ensuring product is available to support the sale.

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

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Bonita M. Moffett
Director of Sales

Attachments:

As stated

Cc:

Marketing

Logistics Store

Operations Zone

Managers Store

Directors

PROUD, COMMITTED AND MORE.