

**Defense Commissary Agency**  
1300 E Avenue, Fort Lee, VA 23801

Sales Team Directory

12/9/2021

Prior to contacting the individual Sales teams, please reference the below:

Pricing issues – Pricing team: [VPP@deca.mil](mailto:VPP@deca.mil)

Allocation issues – File Maintenance: [decahqmpsl@deca.mil](mailto:decahqmpsl@deca.mil)

CARTS/EBS/DAX issues – EBS Carts: [EBS\_CARTSsupport@deca.mil](mailto:EBS_CARTSsupport@deca.mil)

Store layout, planogram issues, SOWb issues – Reset team: [decahqmpsr@deca.mil](mailto:decahqmpsr@deca.mil)

Promotions issues – Promotions team: [decahqmpsg@deca.mil](mailto:decahqmpsg@deca.mil)

General inquiry assistance, i.e. store alerts, special sales, promotional calendar, store invoicing issues: [DeCAHQSOGroceryTeam@deca.mil](mailto:DeCAHQSOGroceryTeam@deca.mil)

VCM Approval: [vcm.approval@deca.mil](mailto:vcm.approval@deca.mil)

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**DeCA Vision**

To be the grocery provider of choice for our eligible patrons – delivering a vital benefit exclusively for our military community and their families.

**The DeCA Mission**

Deliver a vital benefit of the military pay system that provides grocery items at significant savings while enhancing quality of life and readiness.

**DeCA Values**

We have P.A.S.S.I.O.N. for what we do…

* PURSUE: We PURSUE excellence through innovation…
* ACCOUNTABLE: We are ACCOUNTABLE to our patrons…
* SENSE: We demonstrate a SENSE of commitment and urgency…
* STANDARDS: We set relevant and high STANDARDS…
* INSPIRE: We INSPIRE trust and ownership…
* OWNERSHIP: We take OWNERSHIP of our performance and behavior…
* NECESSARY: We are NECESSARY to support our patrons…

…as we deliver the benefit!

***One Vision, One Team, One DeCA!***

**Office of the Director of Sales (MPS)**

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The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Commissaries provide a military benefit, saving authorized patrons thousands of dollars annually on their purchases compared to similar products at commercial retailers. The discounted prices include a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America’s military and their families, and help recruit and retain the best and brightest men and women to serve their country.

**\*Retail Business Analysis and File Maintenance Divisions report to Ms. Moffett.**

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Category Manager  
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**Categories:** Paper, Laundry, Household, Pet, Health, Beauty, Baby, NIB & Tobacco Program

Cheryl Brown  
Merchandising Specialist  
804-734-8000 x48365  
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**Sub-Categories:** Dry/Wet Dog Food, Dry/Wet Cat Food, Pet Chill, Dog Treats, Cat Litter, Pet Supplies, Bird Food  
  
Audrey Callen  
Merchandising Specialist  
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**Sub-Categories:** Paper Products, Laundry Products, Bleach, Charcoal, Disposable Bags, Food Storage & Wraps, Batteries, Light Bulbs, Home/Office, Supply, Shoe Care, Picnic Ware, Foil

Rebekah Fine  
Merchandising Specialist  
804-734-8000 x48736  
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**Sub-Categories:** Vitamins & Supplements, Diapers, Baby Products, Sports Nutrition, Adult Incontinence, Antacids, Analgesics

Ruth Mereus  
Merchandising Specialist  
804-734-8000 x48635  
[Ruth.mereus@deca.mil](mailto:Ruth.mereus@deca.mil)  
**Sub-Categories:** Deodorant, Feminine Hygiene, Hair Care, Hosiery, Oral Care, Organic HBC, Shaving Products, Skin Care, Soap/Body Wash, Travel Size, Eye Care, Foot Care, First Aid

Patricia Sykes  
Merchandising Specialist  
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**Sub-Categories:** Household Cleaning, Dish, Kitchen Accessories, Air Care, NIB, J-Hook Products, Insecticides/Pesticides, Reusable Bags, Filters, Tobacco

**Spec, Meat, Produce Consumables (MPSI)  
  
Team Email: DECAHQMPSI@deca.mil**

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Category Manager  
804-734-8000 x48200  
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**Categories:** Fresh Meat, Deli/Bakery/Fresh Seafood, Fresh Fruits & Vegetables, Packaged Produce, Plants and Holiday Turkey Program

James Booker  
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**Sub-Categories:** Packaged Salad, Refrigerated Juice (produce), Canning, Fresh FFV Oct.-Jan. Fresh Promotions and Basket Builders

Harry Farrell  
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**Sub-Categories:** Fresh Meat (Beef, Pork, Chicken, Turkey, Veal), Seafood, Deli, and Bakery

Phillip Timmons Jr.  
Merchandising Specialist  
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**Sub-Categories:** Salad Dressing, Tofu/Soy, Fresh FFV, and June-Sept. Fresh Promotions and Basket Builders

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**Sub-Categories:** Dip, Nuts/Trail, Ancillary Items, Racks, Fresh FFV, Feb.-May Fresh Promotions and Basket Builders

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**Semi-Perishable (DSD) Consumables (MPSJ)  
  
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**Categories:** DSD, Bread, Snacks, Beverages, Food, Specialty Food, Front End racks, Rack Program and Cooler Bank Program  
  
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**Sub-Categories:** Energy Drinks, New Age RTD Tea & Coffee, Isotonic, Beverage (Powdered), Water, Water Premium Coconut, Water Sparkling/Flavored, Ice Cream Cones & Toppings, Canister Snacks, Grain Cakes, Popcorn (Micro), Popcorn (Pre-popped)

Aaron Kent  
Merchandising Specialist  
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**Sub-Categories:** Dinner Prepared, Canned Fish, Canned Meat, Canned pasta, Dry Pasta, Pork & Beans (Chili, Kidney & Ranch Beans), Ramen, Soup Canned & Dry, Spaghetti Sauce & Dry Cheese, Canned Tomato (Sauce, Paste, Puree), Pizza Dry, Microwave Meals

Kevin Newborn  
Merchandising Specialist  
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**Sub-Categories:** Fruit Can-Jar, Baking Needs (Morsels & Nuts), Cake Mix & Flour, Pudding, Gelatin & Marshmallows, Sugar Granulated, Sugar Substitute, Gravy & Dry Seasonings, Spices & Extracts, Shortenings & Oils, Potatoes Instant & Stuffing, Dressing Salad (Dry/Liquid), Mayo, Croutons

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**Sub-Categories:** Front End Healthy, Front End Confections, Front End Coolers, Front End SCO, Front End Snacks, Front End Non-Food, Fueling Station, Snack Nuts, Granola Bars, Soda DSD, Soda Premium

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**Sub-Categories:** Cookies, Crackers, Crackers (Snack), Snacks (Miscellaneous & Meat), German Foods & Gourmet (International), Latino, Asian Foods, Beans (Dry), Rice Dry/Flavored, Hispanic, Tortillas (DSD)

**Semi-Perishable (DSD) Consumables (MPSJ)  
  
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**Sub-Categories:** Juice Apple/Cider, Juice Aseptic, Juice Blends, Juice Kids Drinks, Juice Tomato/Vegetable, Mixers, Chocolate Syrup, Hot Chocolate, Breakfast Drinkable, Coffee Creamers & Dry Filters, Coffee Instant, International, K-Cups, Tea

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**Sub-Categories:** Sauces (BBQ, Hot, Steak, Worcestershire), Cereal Cold, Cereal Hot, Fruit Dried, Jams & Jelly, Ketchup & Mustard, Pancake Mix, Syrup, Molasses, Peanut Butter, Pickles, Peppers, Relish, Toaster Pastry, Vinegar, Olives

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**Sub-Categories:** Bread Mainstream, Bread Breakfast, Buns/Rolls, Bread Premium, Sweet Goods, Chips, Healthy Snacks, Salty Snacks, Candy Chocolate, Candy Non-Chocolate

**Beer, Wine, Refrigerated & Frozen Consumables (MPSW)  
  
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Merchandising Specialist  
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**Sub-Categories:** Bagged Ice, Milk (YES! Milk), Eggs (YES! Eggs), Specialty Eggs, Butter/Margarine, Fueling Station

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Merchandising Specialist  
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**Sub-Categories:** Lunch Meat, Cheese (Sliced, Shredded, Snack), Combo Meals, Dinner Sausage, Breakfast Meat, HMR, Hams, Dry Sausage Rack

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Merchandising Specialist  
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**Sub-Categories:** Ice Cream, Novelties, Breakfast, Vegetables, Seafood

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**Sub-Categories:** Yogurt, Milk Alternatives/Coffee Creamer, Cream Cheese, Cooking/Culture, Pasta, Juice/Coffee/Tea, Dough, Desserts

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**Sub-Categories:** International, Prepared Meals, Snacks, Potatoes, Pizza, Beer, Wine  
  
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**Sub-Categories:** Frozen Desserts, Frozen Toppings, Frozen Fruit, Frozen Bread, Meat & Poultry (Packaged Meat, Burgers, Meatless, IQF Chicken, Prepared Chicken, Poultry)

**Retail Business Analysis (MPSK)  
  
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