



IN REPLY  
REFER TO

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

MPM

January 31, 2022

NOTICE TO THE TRADE – DeCA NOTICE 22-30

SUBJECT: Updated Rewards Card Procedure

The purpose of this Notice to the Trade is to share with Industry the most current procedures for the Defense Commissary Agency's (DeCA) Digital Coupon Program, hereby further referred to as the Commissary Rewards Card. DeCA continues to partner with InMar, Inc. for the implementation, execution, and management of the Rewards Card. The goals of this program remain to always generate additional savings for our patrons; provide current digital coupon technology; and analyze our patrons' purchasing behaviors. At present, DeCA is working on refining the digital coupon program and adding more applications to the contract with InMar.

Enclosed you will find an updated Rewards Card Process information sheet explaining how to coordinate directly with InMar on offering more savings to the military market. The cards continue to be handed out at the commissaries and through outreach events. The marketing staff is planning in the near future a mass mailing to authorized users who do not have a Rewards Card. There will be a lot of great updates to the card program: BOGO offers, new card users receiving a "reward", and other savings benefits.

Industry members wishing to participate in this vital savings initiative must partner with InMar directly through InMar's point of contact, Ms. Kelly Spaugh, Senior Customer Success Manager, at [kelly.spaugh@inmar.com](mailto:kelly.spaugh@inmar.com). Members of Industry interested in obtaining further details, please contact DeCA's point of contact, Ms. Sallie Cauthers, Marketing Management and Program Analyst, (804) 734-8000, extension 48769 or [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil). Thank you for your continued partnership in all our military savings efforts!

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