



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPSG

March 4, 2022

NOTICE TO THE TRADE - DECA NOTICE #22-50

SUBJECT: September Sidewalk Sale 2022

The purpose of this notice is to inform industry that the Defense Commissary Agency 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 29, 2022. The event number for the September 2022 Sidewalk Sale is 20220055.

Industry partners should send their promotional offers to the appropriate category managers by , Friday March 11, 2022. Promotional offers are required to be submitted on DeCA standard forms 40-15 and 40-16. Industry offers should include discount pricing, coupons (if applicable) and vendor support. Since club packs play a big role in sidewalk sales, please include your extra offers for additional pricing or coupons on club packs as well as other sidewalk opportunities.

Our goal is to create a sidewalk sale package for the commissaries to use as a guide to support their sidewalk sales. Commissaries will be required to send in advance orders for items in the sidewalk sale package 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.

for Bonita M. Moffett
Director of Sales

Attachments:

As stated

Cc:

Marketing

Logistics

Store Operations

Zone Managers

Store Directors

PROUD, COMMITTED AND MORE.