



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801 -1800

MPSG

June 6, 2022

NOTICE TO THE TRADE – DECA NOTICE 22-72

SUBJECT: CY 2023 Promotional Calendars

The purpose of this notice is to provide Industry with the attached CY 2023 National Display and Seasonal, Holiday, and Club Pack promotions calendars. These calendars provide Industry with information necessary to submit product proposals for promotional consideration.

The display theme events listed on the right side of the National Display Calendar include national holidays and significant events that will be the primary focus for each display period. Industry should submit products that match the theme and seasonality identified. DeCA will consider other promotional themes if there are opportunities for additional sales and excitement for our patrons.

In addition to display dates, the attached calendars provide submission deadlines for submitting promotional cost and adjustment information. Please note the CY 2023 promotion periods for regular and shipper, pallet, one-time buys are for two-week periods. Display dates that share the same “K” and “O” coded promotional pricing are highlighted in blue. Separate and earlier time requirements are listed for O-coded items to meet OCONUS order-ship-time.

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

Bonita M. Moffett
Director of Sales

Attachments
As stated
cc:
Logistics
Store Operations
Area Directors
Zone Managers
Store Directors