



## DEFENSE COMMISSARY AGENCY

HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801 -1800

MPSG

June 3, 2022

NOTICE TO THE TRADE - DECA NOTICE 22-73

SUBJECT: Thinking Outside the Box 2023, Display Periods 1-26

The purpose of this notice is to provide Industry with the following Thinking Outside the Box (TOTB) 2023 Meal Solutions for display periods 1-26. Please refer to the attached Excel Workbook to review each worksheet. The Display Periods (DP) have an assigned worksheet that provides information on the items being requested, the nutrition education theme, as well as a featured nutrition attribute. Also annotated in the worksheets are the desired size for various items. When a size is annotated, the exact size is not required, however the closest approximate amount is requested.

The TOTB program, which encompasses Dietitian approved meals, supports teaching military members and their families how to prepare more meals at home with commissary products while also assisting with increasing sales and identifying ways to combine food items for a nutritious meal. The goal of the program is to assist with increasing lift of items in partnership with industry for not only the promotion period but also moving out, as the meal has the dietitian approved seal. Selected products will be featured throughout DP 1-26 and will be promoted in the in the Commissary Sales Flyer under the Dietitian Approved Meal Solution, on Click2Go, and on our social media sites. It is important to note that the featured TOTB meal solution is shared multiple times by various DOD partners.

Stakeholders throughout the force use DeCA's health and wellness resources to promote a healthy eating pattern and encourage use of the commissary. The 2023 TOTB Meal Solutions program features all categories of items. Eligible products for meal solution include a combination of both nutrient dense, high performance foods and items that may be of lesser nutrition quality. However, when combining all of the items to make a meal, the overall meal meets dietitian approved criteria.

Industry representatives are encouraged to review the following TOTB meal solutions requested items list and submit selected promotional products that may include price reductions for each DP in accordance with 2023 Regular DP deadline dates. Submit product selections using the 889 and include in the Memo section 'TOTB' for Category Management review. Products submitted for review will consider vendor price reductions and the most favorable nutritional matches. Each vendor may provide product submissions for all products in the meal solution recipes for each DP or individual products may be submitted for each DP.

Industry representatives are encouraged to promote selected TOTB products with in-store demo's, coupons, shelf-talkers, and through social media.

The point of contact for this notice is Ms. Deborah Harris, [Deborah.Harris@deca.mil](mailto:Deborah.Harris@deca.mil), (804)734-8000 extension 48751.

PROUD, COMMITTED AND MORE

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Bonita M. Moffett  
Director of Sales

Attachments:  
As stated  
Cc:  
Marketing  
Logistics  
Store Operations  
Zone Managers  
Store Directors