



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT GREGG-ADAMS, VIRGINIA 23801-1800

MPSG

June 2, 2023

NOTICE TO THE TRADE – DECA NOTICE 23-62

SUBJECT: CY 2024 Promotional Calendars

The purpose of this notice is to provide Industry with the attached CY 2024 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 2024 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.

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Bonita M. Moffett
Director of Sales

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

PROUD, COMMITTED AND MORE.

CY2024 Display Periods REG and SPO Promotions Calendar - INDUSTRY

CY2024 Display Periods Promotions Calendar - INDUSTRY

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Due to Promo Team	Finalize Plan-O-Gram	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
Jan	Regular 1	20240001	1/1/24	1/14/24	7/17/2023		8/25/23	9/11/23	1/1/24	1/31/24	12/1/23	1/31/24	Family Fit Lifestyle month/Chinese New Year (2/10)
Jan	Shippers 2	20240302	1/15/24	1/28/24		7/17/2023	8/7/23		1/1/24	1/31/24	12/1/23	1/31/24	
Jan	Regular 2	20240002	1/15/24	1/28/24	7/31/2023		9/8/23	9/25/23	1/1/24	1/31/24	12/1/23	1/31/24	
Feb	Shippers 3	20240303	1/29/24	2/11/24		7/31/2023	8/21/23		1/16/24	2/15/24	12/16/23	2/15/24	Super Bowl(2/9)/Valentine's Day(2/14)/Heart Healthy Month/ National Canned Food Month/National Cherry Month/National Pet Dental Month
Feb	Regular 3	20240003	1/29/24	2/11/24	8/14/2023		9/22/23	10/9/23	1/16/24	2/15/24	12/16/23	2/15/24	
Feb	Shippers 4	20240304	2/12/24	2/25/24		8/14/23	9/4/23		2/1/24	2/29/24	1/1/24	2/29/24	
Feb	Regular 4	20240004	2/12/24	2/25/24	8/28/2023		10/6/23	10/23/23	2/1/24	2/29/24	1/1/24	2/29/24	
Mar	Shippers 5	20240305	2/26/24	3/10/24		8/28/23	9/18/23		2/16/24	3/15/24	1/16/24	3/15/24	March Madness/National Nutrition Month/National Frozen Food Month/Irish American Heritage Month/St. Patrick's Day (3/17)/National Cleaning Week
Mar	Regular 5	20240005	2/26/24	3/10/24	9/11/2023		10/20/23	11/6/23	2/16/24	3/15/24	1/16/24	3/15/24	
Mar	Shippers 6	20240306	3/11/24	3/24/24		9/11/23	10/2/23		3/1/24	3/31/24	2/1/24	3/31/24	
Mar	Regular 6	20240006	3/11/24	3/24/24	9/25/2023		11/3/23	11/20/23	3/1/24	3/31/24	2/1/24	3/31/24	National Vietnam War Veterans Day (3/29)/Easter (3/31)/Month of the Military Child/Purple Up (4/15) /Earth Day(4/22)/MAY SIDEWALK SALES (5/1 - 5/31)
Apr	Shippers 7	20240307	3/25/24	4/7/24		9/25/23	10/16/23		3/16/24	4/15/24	2/16/24	4/15/24	
Apr	Regular 7	20240007	3/25/24	4/7/24	10/9/2023		11/17/23	12/4/23	3/16/24	4/15/24	2/16/24	4/15/24	
Apr	Shippers 8	20240308	4/8/24	4/21/24		10/9/23	10/30/23		4/1/24	4/30/24	3/1/24	4/30/24	Cinco de Mayo (5/5), Military Spouse Appreciation Day (5/10)/Mother's Day (5/12)/Military Appreciation Month/National Pet Month/National BBQ Month/Asian Pacific Heritage Month
Apr	Regular 8	20240008	4/8/24	4/21/24	10/23/2023		12/1/23	12/18/23	4/1/24	4/30/24	3/1/24	4/30/24	
May	Shippers 9	20240309	4/22/24	5/5/24		10/23/23	11/13/23		4/16/24	5/15/24	3/16/24	5/15/24	
May	Regular 9	20240009	4/22/24	5/5/24	11/6/2023		12/15/23	1/1/24	4/16/24	5/15/24	3/16/24	5/15/24	Memorial Day Sales Event/National Dairy Month/Healthy Lifestyle Festival/Father's Day (6/16)
May	Shippers 10	20240310	5/6/24	5/19/24		11/6/23	11/27/23		5/1/24	5/31/24	4/1/24	5/31/24	
May	Regular 10	20240010	5/6/24	5/19/24	11/20/2023		12/29/23	1/15/24	5/1/24	5/31/24	4/1/24	5/31/24	
Jun	Shippers 11	20240311	5/20/24	6/2/24		11/20/23	12/11/23		5/16/24	6/15/24	4/16/24	6/15/24	July 4th Patriotic Sales Event
Jun	Regular 11	20240011	5/20/24	6/2/24	12/4/2023		1/12/24	1/29/24	5/16/24	6/15/24	4/16/24	6/15/24	
Jun	Shippers 12	20240312	6/3/24	6/16/24		12/4/23	12/25/23		6/1/24	6/30/24	5/1/24	6/30/24	
Jun	Regular 12	20240012	6/3/24	6/16/24	12/18/2023		1/26/24	2/12/24	6/1/24	6/30/24	5/1/24	6/30/24	National Grilling Month/Back to School
Jul	Shippers 13	20240313	6/17/24	6/30/24		12/18/23	1/8/24		6/16/24	7/15/24	5/16/24	7/15/24	
Jul	Regular 13	20240013	6/17/24	6/30/24	1/1/2024		2/9/24	2/26/24	6/16/24	7/15/24	5/16/24	7/15/24	
Jul	Shippers 14	20240314	7/1/24	7/14/24		1/1/24	1/22/24		7/1/24	7/31/24	6/1/24	7/31/24	Kids Eat Right Month/Back to School/Annual Pet Event/Purple Heart Day (8/7)/SEPTEMBER
Jul	Regular 14	20240014	7/1/24	7/14/24	1/15/2024		2/23/24	3/11/24	7/1/24	7/31/24	6/1/24	7/31/24	
Aug	Shippers 15	20240315	7/15/24	7/28/24		1/15/24	2/5/24		7/16/24	8/15/24	6/16/24	8/15/24	
Aug	Regular 15	20240015	7/15/24	7/28/24	1/29/2024		3/8/24	3/25/24	7/16/24	8/15/24	6/16/24	8/15/24	
Aug	Shippers 16	20240316	7/29/24	8/11/24		1/29/24	2/19/24		7/16/24	8/15/24	6/16/24	8/15/24	
Aug	Regular 16	20240016	7/29/24	8/11/24	2/12/2024		3/22/24	4/8/24	7/16/24	8/15/24	6/16/24	8/15/24	
Sep	Shippers 17	20240317	8/12/24	8/25/24		2/12/24	3/4/24		8/1/24	8/31/24	7/1/24	8/31/24	

CY2024 Display Periods Promotions Calendar - INDUSTRY

Month	Promo Period	Event #	Date of Displays (all are two-week periods)		Deadline to submit 889's	Deadline to submit 40-16's	Due to Promo Team	Finalize Plan-O-Gram	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		Themes
Sep	Regular 17	20240017	8/12/24	8/25/24	2/26/2024		4/5/24	4/22/24	8/1/24	8/31/24	7/1/24	8/31/24	SIDEWALK SALES (9/1 - 9/30)
Sep	Shippers 18	20240318	8/26/24	9/8/24		2/26/24	3/18/24		8/16/24	9/15/24	7/16/24	9/15/24	
Sep	Regular 18	20240018	8/26/24	9/8/24	3/11/2024		4/19/24	5/6/24	8/16/24	9/15/24	7/16/24	9/15/24	Labor Day Sales Event/National Family Meals Month/Disaster Preparedness/National Cleanup Day/Hispanic Heritage Month(9/15-10/15)
Oct	Shippers 19	20240319	9/9/24	9/22/24		3/11/24	4/1/24		9/1/24	9/30/24	8/1/24	9/30/24	
Oct	Regular 19	20240019	9/9/24	9/22/24	3/25/2024		5/3/24	5/20/24	9/1/24	9/30/24	8/1/24	9/30/24	
Oct	Shippers 20	20240320	9/23/24	10/6/24		3/25/24	4/15/24		9/16/24	10/15/24	8/16/24	10/15/24	
Oct	Regular 20	20240020	9/23/24	10/6/24	4/8/2024		5/17/24	6/3/24	9/16/24	10/15/24	8/16/24	10/15/24	Commissary Store Brands Fall Event/National Breast Cancer Awareness Month/Halloween Sales Month/Italian American Heritage Month/Produce Fall Promotion
Nov	Shippers 21	20240321	10/7/24	10/20/24		4/8/24	4/29/24		10/1/24	10/31/24	9/1/24	10/31/24	
Nov	Regular 21	20240021	10/7/24	10/20/24	4/22/2024		5/31/24	6/17/24	10/1/24	10/31/24	9/1/24	10/31/24	
Nov	Shippers 22	20240322	10/21/24	11/3/24		4/22/24	5/13/24		10/16/24	11/15/24	9/16/24	11/15/24	
Nov	Regular 22	20240022	10/21/24	11/3/24	5/6/2024		6/14/24	7/1/24	10/16/24	11/15/24	9/16/24	11/15/24	Halloween/Military Family Appreciation Month/Veterans Day (11/11)/Thanksgiving (11/28)/COMMISSARY GIFT CARD PROMOTION
Dec	Shippers 23	20240323	11/4/24	11/17/24		5/6/24	5/27/24		11/1/24	11/30/24	10/1/24	11/30/24	
Dec	Regular 23	20240023	11/4/24	11/17/24	5/20/2024		6/28/24	7/15/24	11/1/24	11/30/24	10/1/24	11/30/24	
Dec	Shippers 24	20240324	11/18/24	12/1/24		5/20/24	6/10/24		11/16/24	12/15/24	10/16/24	12/15/24	
Dec	Regular 24	20240024	11/18/24	12/1/24	6/3/2024		7/12/24	7/29/24	11/16/24	12/15/24	10/16/24	12/15/24	
Jan	Shippers 25	20240325	12/2/24	12/15/24		6/3/24	6/24/24		12/1/24	12/31/24	11/1/24	12/31/24	
Dec	Regular 25	20240025	12/2/24	12/15/24	6/17/2024		7/26/24	8/12/24	12/1/24	12/31/24	11/1/24	12/31/24	Christmas(12/25)/New Year's Day(1/1)
Jan	Shippers 26	20240326	12/16/24	12/29/24		6/17/24	7/8/24		12/16/24	1/15/25	11/16/24	1/15/25	
Dec	Regular 26	20240026	12/16/24	12/29/24	7/1/2024		8/9/24	8/26/24	12/16/24	1/15/25	11/16/24	1/15/25	
Jan	Shippers 1	20250301	12/30/24	1/12/25		7/1/24	7/22/24		1/1/25	1/31/25	12/1/24	1/31/25	

CY2024 SEASONAL HOLIDAY SIDEWALK SALE & CLUB PACK PROMOTIONS CALENDAR - INDUSTRY

CY2024 SEASONAL, HOLIDAY, SIDEWALK SALE & CLUB PACK PROMOTIONS CALENDAR - INDUSTRY

PACKAGES	EVENT #	DISPLAY DATES	MINIMUM FDS/DSD	MINIMUM FDS/DSD	PRESENTATION TIMEFRAME
			PROMOTIONAL PRICING	PROMOTIONAL PRICING	
			PERIOD REQUIRED	PERIOD REQUIRED	
			FOR "K" ITEMS	FOR "O" CODED ITEMS	
SEASONAL					
VALENTINE'S DAY Tuesday, Feb. 14, 2024	20240030	Jan. 2, 2024 - Feb. 14, 2024	Dec. 16, 2023 - Feb. 29, 2024	Oct. 1, 2023 - Feb. 29, 2024	Monday, June 26 - Friday, July 7, 2023
EASTER Sunday, March 31, 2024	20240031	Feb. 15, 2024 - Mar. 31, 2024	Feb. 1, 2024 - Mar. 31, 2024	Nov. 16, 2023 - Mar. 31, 2024	Monday, July 17 - Friday, July 28, 2023
SINUS/ALLERGY SPRING 2024	20240060	Mar. 1, 2024 - Apr. 30, 2024	Mar. 1, 2024 - Apr. 30, 2024	Feb. 16, 2024 - Apr. 30, 2024	Monday, Aug. 7 - Friday, Aug. 18, 2023
PASSOVER Monday, April 22 - Tuesday, April 30, 2024	20240042	Mar. 25, 2024 - Apr. 30, 2024	Mar. 1, 2024 - Apr. 30, 2024	Dec. 16, 2023 - Apr. 30, 2024	Monday, Aug. 28 - Friday, Sept. 8, 2023
SUN CARE 2024	20240061	Mar. 1, 2024 - Feb. 28, 2025	Mar. 1, 2024 - Feb. 28, 2025	Dec. 16, 2023 - Feb. 28, 2025	Monday, Sept. 11 - Friday, Sept. 22, 2023
SEVERE WEATHER 2024	20240035	Apr. 1, 2024 - Oct. 31, 2024	Mar. 16, 2024 - Oct. 31, 2024	Jan. 1, 2024 - Oct. 31, 2024	Monday, Sept. 25 - Friday, Oct. 6, 2023
BEVERAGE SUMMER EVENT 2024	20240039	May. 1, 2024 - Sept. 30, 2024	May. 1, 2024 - Sept. 30, 2024	Mar. 1, 2024 - Sept. 30, 2024	Monday, Sept. 18 - Friday, Sept. 29, 2023
EASTER HAMS 2024	20240041	Mar. 12, 2024 - Apr. 8, 2024	Feb. 16, 2024 - Apr. 15, 2024	Jan. 1, 2024 - Apr. 15, 2024	Monday, Oct. 9 - Friday, Oct. 20, 2023
MOTHER'S DAY Sunday, May 12, 2024	20240032	Apr. 16, 2024 - May 12, 2024	Apr. 1, 2024 - May 15, 2024	Jan. 16, 2024 - May 15, 2024	Monday, Oct. 2 - Friday, Oct. 13, 2023
HEALTHY PET SUMMER EVENT 2024 <u>Runs from DP 10 - DP 13</u>	20240036	May 6, 2024 - June 30, 2024	May 1, 2024 - July 15, 2024	Feb. 16, 2024 - July 15, 2024	Monday, Nov. 6 - Friday, Nov. 17, 2023
FATHER'S DAY Sunday, June 16, 2024	20240033	May 16, 2024 - June 16, 2024	May 1, 2024 - June 30, 2024	Feb. 16, 2024 - June 30, 2024	Monday, Oct. 23 - Friday, Nov. 3, 2023
FIRST AID RACK 2024	20240062	May 1, 2024 - July 31, 2024	May 1, 2024 - July 31, 2024	Apr. 16, 2024 - July 31, 2024	Monday, Nov. 27 - Friday, Dec. 8, 2023
HALLOWEEN DAY Tuesday, October 31, 2024	20240034	Aug. 1, 2024 - Oct. 31, 2024	Aug. 1, 2024 - Nov. 15, 2024	May 1, 2024 - Nov. 15, 2024	Monday, Dec. 25, 2023 - Friday, Jan. 5, 2024
SINUS/ALLERGY FALL 2024	20240063	Aug. 1, 2024 - Sept. 30, 2024	Aug. 1, 2024 - Sept. 30, 2024	July 16, 2024 - Sept. 30, 2024	Monday, Feb. 5 - Friday, Feb. 16, 2024
HEALTHY PET FALL EVENT 2024 <u>Runs from DP 18 - DP 19</u>	20240038	Aug. 26, 2024 - Sept. 22, 2024	Aug. 16, 2024 - Sept. 30, 2024	June 16, 2024 - Sept. 30, 2024	Monday, Feb. 12 - Friday, Feb. 23, 2024
WINTER COCOA/CIDER 2024	20240040	Oct. 1, 2024 - Mar. 31, 2025	Sept. 16, 2024 - Mar. 31, 2025	July 1, 2024 - Mar. 31, 2025	Monday, Apr. 1 - Friday, Apr. 12, 2024
FOOTBALL MADNESS/SUPER BOWL Sunday, February 9, 2025	20240098	Oct. 1, 2024 - Feb. 9, 2025	Sept. 16, 2024 - Feb. 28, 2025	July 16, 2024 - Feb. 28, 2025	Monday, Mar. 18 - Friday, Mar. 29, 2024
COUGH/COLD 2024	20240064	Oct. 1, 2024 - Feb. 28, 2025	Oct. 1, 2024 - Feb. 28, 2025	Sept. 16, 2024 - Feb. 28, 2025	Monday, Apr. 8 - Friday, Apr. 19, 2024
HOLIDAYS INCLUDES:					
INTERNATIONAL 2024	20240090	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	June 1, 2024 - Jan. 15, 2025	Monday, Jan. 15 - Friday, Jan. 26, 2024
COOKIES/CRACKERS/FRUITCAKE 2024	20240092	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Feb. 19 - Friday, Mar. 1, 2024
GIFT PACKS/HBC GIFT PACKS 2024	20240093	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Feb. 19 - Friday, Mar. 1, 2024
NONFOOD 2024	20240094	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Feb. 19 - Friday, Mar. 1, 2024
DRY GROCERY 2024	20240099	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Mar. 11 - Friday, Mar. 22, 2024
BAKING 2024	20240095	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Mar. 11 - Friday, Mar. 22, 2024
CHILL/FREEZE/PREPACKED MEAT 2024	20240091	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	July 1, 2024 - Jan. 15, 2025	Monday, Mar. 11 - Friday, Mar. 22, 2024
CANDY 2024	20240096	Nov. 1, 2024 - Dec. 25, 2024	Oct. 16, 2024 - Jan. 15, 2025	Aug. 1, 2024 - Jan. 15, 2025	Monday, Mar. 25 - Friday, Apr. 12, 2024
HOLIDAY HAMS 2024	20240097	Oct. 1, 2024 - Dec. 25, 2024	Oct. 1, 2024 - Jan. 15, 2025	Aug. 16, 2024 - Jan. 15, 2025	Monday, Apr. 29 - Friday, May 10, 2024
CLUB PACKS					
SPRING/SUMMER CLUB PACK 2024 SSCP	20240058	Apr. 1, 2024 - Sept. 30, 2024		Jan. 1, 2024 - Sept. 30, 2024	Monday, Sept. 18 - Friday, Sept. 29, 2023
FALL/WINTER CLUB PACK 2024 FWCP	20240057	Oct. 1, 2024 - Mar. 31, 2025		July 1, 2024 - Mar. 31, 2025	Monday, Mar. 18 - Friday, Mar. 29, 2024
ANNUAL CLUB PACK 2025 ACP	20250056	Jan. 1, 2025 - Dec. 31, 2025		Oct. 1, 2024 - Dec. 31, 2025	Monday, Jun. 17 - Friday, Jun. 28, 2024
SIDEWALK SALES					
MAY SIDEWALK SALE 2024	20240054	May 1, 2024 - May 31, 2024	Apr. 16, 2024 - May 31, 2024	Mar. 1, 2024 - May 31, 2024	Monday, Oct. 23 - Friday, Nov. 3, 2023
SEPTEMBER SIDEWALK SALE 2024	20240055	Sept. 1, 2024 - Sept. 30, 2024	Aug. 16, 2024 - Sept. 30, 2024	July 1, 2024 - Sept. 30, 2024	Monday, Feb. 12 - Friday, Feb. 23, 2024