

PSP

July 18, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-100

SUBJECT: Frozen Truck Load Sale

The purpose of this Notice to the Trade (NTT) is to offer manufacturers the opportunity to participate in DeCA's September Frozen Truck Load Sales event. The sales event will involve 20 stores in the East and 20 Stores in the West Regions.

Interested parties may e-mail item presentations to Mr. Lou Kennedy no later than July 22, 2011, for review. Please use Display Presentation and New Item Form DeCA 40-15, when presenting your product line. We are looking for price as much as possible versus couponing.

Point of contact for this NTT is Mr. Lou Kennedy, Deli Bakery Project Manager, (804) 734-8000, extension 4-8232.

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Christopher T. Burns
Director of Sales