

MPSM

March 7, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-57

SUBJECT: National Whole Grain Sampling Day Promotion

The purpose of this Notice to the Trade is to encourage brokers and manufacturers to participate in National Whole Grain Sampling Day on April 4, 2012, (or any other day that week) with sampling demos or other whole-grain focused activities in commissaries worldwide. National Whole Grain Sampling Day, sponsored by the Whole Grains Council, has a three-fold mission:

- To show consumers how delicious whole grains can be
- To encourage chefs and kitchens everywhere to make whole grains an everyday offering
- To give manufacturers an opportunity to tout their new whole grain choices

More information is available at this website:

http://wholegrainscouncil.org/whole-grain-sampling-day-april-4-2012?utm_source=

Because the chosen date falls within the Easter shopping period, demos and samples should fit with the Easter dinner theme, if possible. Please ensure that products highlighted have whole grain listed as the first or second ingredient.

Time constraints are short, so please work with local store personnel in making arrangements for samplings or demos you wish to do. Notify Ms. Kay Blakley, Consumer Advocate, 804-734-8000, extension 8-6243 or Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385 of your plan to participate as soon as it is finalized, or if you need assistance.

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Christopher T. Burns
Director of Sales