## Promo Calendar Feedback Form (SAMPLER\*)

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| Submission information |
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| Name: | Jane Doe |
| Company: | El Sombrero Co. |
| Title: | Military Sales Manager |  |  |
| Category/ies: | SS Mexican |  |  |
| Submission Date: | May 5, 2011 | Promo Calendar Year | 2013  |
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| Proposal |
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| Proposed Change:*Add SS Mexican Foods/Salsa to the Promo Matrix for September*Rationale:*These products perform well in September and about 35% of retail sales are promoted sales during this timeframe.**This period also covers September 16 Mexico’s Independence Day holiday.*  |
| Supporting data |
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| Data Support:1. DeCA Sales Trend
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| 1. Retail Sales Trend
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| 1. Retail Promo Trend
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Notes:

DeCA Sales includes Authentic Mexican Salsa. All data sets exclude Chilled Mexican Foods.

\*Data and source information is for example purposes only.