## 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.