



**DEFENSE COMMISSARY AGENCY**  
HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

IN REPLY  
REFER TO

MPSM

July 2, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-94

SUBJECT: New Promotions Presentation Form (DeCAF 40-16)

As part of DeCA's category management program, selected items are promoted each period to increase the value of savings to our customers and enhance the shopping experience. The items selected for promotion must offer real value to our customers, foster immediate sales at the point of purchase, and generate significant savings through reduced prices, coupons and other promotional vehicles.

Promotions are critical to meeting the evolving needs of our customers and to support that requirement the Defense Commissary Agency has created a promotion form, DeCAF 40-16, to receive promotional offers from Industry, for managers specials, power buys, primary and secondary displays. The purpose of this notice to the trade is to advise Industry regarding the use and application of the promotion form, provide instructions on how the form must be completed, and advise Industry that DeCAF 40-15 previously used for promotions may no longer be used effective July 31. Use of the DeCAF 40-16 form as soon as possible is strongly encouraged.

Promotion presentations for case lot sales will be submitted on the Case Lot Promotion form, DeCAF 40-18 which will be released in September 2012 and will be used for 2013 Case Lot presentations. Presentations for items pending deletion or already deleted will continue to be presented on Vendor Dead Stock Form, DeCAF 40-273. Both of these forms are in the process of being updated to enable the information to be scanned and retrieved electronically and will be published shortly.

Our objective is to ensure our stores have the right items and brands our customers want at the best available price as well as being promoted and displayed based on known shopping patterns. DeCA takes into account the following factors when considering promotion presentations: New items coming to market that have significant promotional and marketing support; special marketing campaigns with aggressive promotional pricing, advertising, coupon and other support; products with proven consumer acceptance; past brand performance; anticipated volume; current assortment efficiency; price/value to category; competitive activity; and input from stores and customers.

There have been significant changes to the DeCAF 40-16. This NTT covers only the most significant changes. You are strongly encouraged to closely review the promotion form and instructions before filling out the form. Copies of the promotion form are available by e-mail from DeCA buyers, at all commissaries or at the following Web sites:

[www.commissaries.com/aboutus/businesswithDeCA/Marketing](http://www.commissaries.com/aboutus/businesswithDeCA/Marketing)  
[www.ala-naitonal.org/commissaries/doingbusiness](http://www.ala-naitonal.org/commissaries/doingbusiness)

The following are some of the key changes from past promotion presentation forms:

- Manager special promotions, power buys, primary and secondary displays will only be accepted on DeCAF 40-16. Promotions for items on DeCA's Case Lot sales will be only be accepted on DeCAF 40-18 and promotions for Dead Stock items must be presented on DeCAF 40-273.
- If you are presenting a new item and requesting a promotion, you will need to complete and submit the New Item File Maintenance Form (DeCA 40-15) dated May 1, 2012, before or at the same time you are presenting the promotion form. The role of the DeCA 40-15, which previously included promotions, is now focused exclusively on file maintenance of existing items and presenting new items for addition to DeCA's stock assortment.
- The size of the promotion form has been reduced from legal to standard size paper and the sections Industry must complete are highlighted in blue.
- Drop down blocks are used extensively to list options to fill the cell or provide additional information on how to list the information.
- Continuation pages for the promotion form have been included to enable up to 28 items to be presented.
- Only one display shipper may be presented on a presentation form. If you have four different shippers, you will need to complete a separate presentation form for each.
- A remarks section was reinstated on the original presentation page.
- Reaffirming:
  - This form is legally binding contractual agreement and participating parties are expected to follow through with their annotated commitments.
  - A minimum of 60 days notice is required to deviate from this commitment.
  - The vendor will follow the DeCA's delete process, including disposition of excess quantities after 90 days and appropriate action will be taken when an item is identified for deletion and residual inventories in the store and distributor are addressed on a timely basis
  - DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item.
  - DeCA and Industry will follow DeCA's policies and procedures for ordering and displaying products, quantities ordered by stores are shipped and effectively merchandised in the store on a timely basis for the entire length of the promotion,
  - Acknowledge the information on the form is accurate and in the event there are any errors or omissions, to immediately notify all parties and submit the appropriate documentation.
  - Presentations will be considered only if all required information has been completed and certified by the vendor or their representative on all appropriate documents.

Industry members are encouraged to review DeCA's Web site at [www.commissaries.com/AboutUs/BusinessWithDeCA/ResaleGroceryProductsandservices](http://www.commissaries.com/AboutUs/BusinessWithDeCA/ResaleGroceryProductsandservices) for details on DeCA's business rules, agreement terms, points of contact, EDI requirements, forms, Global Data Synchronization Network (GDSN) implementation requirements, GDSN standards

for measuring products at consumer and shipping level, Global Trade Identification Number allocation rules, and a variety of other information.

If you have any additional questions or need additional information regarding this notice to the trade, contact Michelle Frost at (804) 724-8000 extension 48696 or [Michelle.Frost@DeCA.Mil](mailto:Michelle.Frost@DeCA.Mil).



Christopher T. Burns  
Director of Sales

**Attachments:**

DeCA Promotion Presentation Form (DeCAF 40-16)

Example of completed Promotion Presentation form for display shipper

Example of completed Promotion Presentation form for seasonal display

Example of completed Promotion Presentation form for items with multiple RSL's

Instructions to complete Promotion Form dated May 1, 2012

**PROMOTIONAL DISPLAY PRESENTATION FORM**

BROKER: \_\_\_\_\_ NEW ITEM: \_\_\_\_\_ PROMO PERIOD: \_\_\_\_\_ OPTION ONE - \_\_\_\_\_  
 MANUFACTURER: \_\_\_\_\_ DISTRIBUTOR AVAILABILITY DATE: \_\_\_\_\_ OPTION TWO - \_\_\_\_\_

CONTRACT NUMBER: ONE - \_\_\_\_\_ TWO - \_\_\_\_\_ VENDOR NUMBER: \_\_\_\_\_ PRODUCT LEAD TIME: \_\_\_\_\_ PRESENTED/ACCEPTED FOR: \_\_\_\_\_

PRICING POINT CONTACT: \_\_\_\_\_  
 SALES REPRESENTATIVE: \_\_\_\_\_  
 PROMOTIONAL DATES & PRICING: \_\_\_\_\_

OPTION ONE -  
 DISPLAY PERIOD DATES: START \_\_\_\_\_ END \_\_\_\_\_  
 RSL \_\_\_\_\_  
 VPR DATES: START \_\_\_\_\_ END \_\_\_\_\_  
 RSL \_\_\_\_\_

MEDIA DATES: TV \_\_\_\_\_ START \_\_\_\_\_ END \_\_\_\_\_  
 RADIO \_\_\_\_\_ START \_\_\_\_\_ END \_\_\_\_\_  
 SAMPLING \_\_\_\_\_ START \_\_\_\_\_ END \_\_\_\_\_

COUPON SUPPORT: \_\_\_\_\_  
 NATIONAL/REGIONAL FSI \_\_\_\_\_  
 IN-STORE ON SHELF \_\_\_\_\_  
 IN-STORE FLYER \_\_\_\_\_

GUARANTEED SALE: \_\_\_\_\_  
 IN-STORE DEMOS: \_\_\_\_\_  
 OTHER MARKETING FUNDS: \_\_\_\_\_

NATIONAL STOCK NUMBER	CASE GTIN	DeCA COST:	REG/EDLP	VPR COST:	CIV COST:	SAVINGS COMPARISONS:				LIFT %	RSL						
						MGR SPEC - PWR BUY	- PRI/SEC	REG W	PROMO E			REG/EDLP	MGR SPEC	PWR BUY	PRI/SEC	MGR SPEC	PWR BUY
1																	
2																	
3																	
4																	

MIN SHIP	SH/PLT	UPK	UI	NET CONTENT	UOM	CASE UPC	MGR SPEC - PWR BUY	- PRI/SEC	REG W	PROMO E	REG/EDLP	MGR SPEC	PWR BUY	PRI/SEC	MGR SPEC	PWR BUY	PRI/SEC	POG	TIER	
																				UNIT GTIN

REMARKS: \_\_\_\_\_ PICTURES: \_\_\_\_\_

This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their annotated commitments. A minimum of 60 days notice is required to deviate from this commitment. The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days. The delete process will be followed in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location. Once movement is established, the distributor will not be expected to order in minimum ship quantities that are excessive relative to sales movement. By signing this form the vendor agrees to ship the quantities forecasted by stores for the promotion starting and ending dates, have products on display during the display period dates if scheduled by DeCA Headquarters, and featured on the shelf for the applicable promotion period.

SALES REP SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ BUYER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ LINE ITEM MGR SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

DeCAF 40-16, DISPLAY PRESENTATION FORM MAY 2012

PAGE \_\_\_\_\_ OF \_\_\_\_\_

PROMOTIONAL DISPLAY PRESENTATION FORM

BROKER: \_\_\_\_\_ NEW ITEM: \_\_\_\_\_ PROMO PERIOD: \_\_\_\_\_ OPTION ONE - \_\_\_\_\_  
 MANUFACTURER: \_\_\_\_\_ DISTRIBUTOR AVAILABILITY DATE: \_\_\_\_\_ OPTION TWO - \_\_\_\_\_

CONTRACT NUMBER: ONE - \_\_\_\_\_ TWO - \_\_\_\_\_ VENDOR NUMBER: \_\_\_\_\_ PRODUCT LEAD TIME: \_\_\_\_\_ PRESENTED/ACCEPTED FOR: \_\_\_\_\_

PRICING POINT CONTACT: \_\_\_\_\_ SALES REPRESENTATIVE: \_\_\_\_\_

PROMOTIONAL DATES & PRICING:  
 OPTION ONE - DISPLAY PERIOD DATES: START [ ] END [ ] OPTION TWO - DISPLAY PERIOD DATES: START [ ] END [ ]  
 RSL [ ] VPR DATES: START [ ] END [ ] RSL [ ] VPR DATES: START [ ] END [ ]  
 RSL [ ] VPR DATES: START [ ] END [ ] RSL [ ] VPR DATES: START [ ] END [ ]

MEDIA DATES: TV [ ] START [ ] END [ ] RADIO [ ] START [ ] END [ ] SAMPLING [ ] START [ ] END [ ]  
 COUPON SUPPORT: NATIONAL/REGIONAL FSI [ ] IN-STORE ON SHELF [ ] IN-STORE FLYER [ ]  
 GUARANTEED SALE: IN-STORE DEMOS: [ ] OTHER MARKETING FUNDS: [ ]

DODDACC LISTING: \_\_\_\_\_

NATIONAL STOCK NUMBER	CASE GTIN	DeCA COST:		REG/EDLP	VPR COST:	CIV COST:		SAVINGS COMPARISONS:				PATRON SAVINGS		LIFT %	RSL	BUYER NOTES:	
		REG/EDLP	VPR BUY			REG E	PROMO E	REG/EDLP	MGR SPEC	PWR BUY	PR/SEC	MGR SPEC	PWR BUY				PR/SEC
BRAND	UNIT GTIN	MGR SPEC - PWR BUY - PR/SEC		REG W	PROMO E	REG/EDLP	MGR SPEC	PWR BUY	PR/SEC	MGR SPEC	PWR BUY	PR/SEC	PWR BUY	PR/SEC	POG	TIER	
NOMENCLATURE	UNIT UPC	SAVINGS %:		PROMO E	PROMO W	REG/EDLP	MGR SPEC	PWR BUY	PR/SEC	MGR SPEC	PWR BUY	PR/SEC	PWR BUY	PR/SEC	POG	TIER	
MIN SHIP SH/PLT	UPK	UI	NET CONTENT	UOM	CASE UPC	MGR SPEC - PWR BUY	- PR/SEC	PROMO W	REG/EDLP	MGR SPEC	PWR BUY	PR/SEC	MGR SPEC	PWR BUY	PR/SEC	POG	TIER
1																	
2																	
3																	
4																	

REMARKS: \_\_\_\_\_ PICTURES: \_\_\_\_\_

SALES REP SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ BUYER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ LINE ITEM MGR SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_