

MPSM

NOTICE TO THE TRADE – DeCA NOTICE 12-14

SUBJECT: Welcome Home Celebrations

The purpose of this Notice to the Trade is to advise Industry of “Welcome Home” Celebrations that may be occurring as our troops return home at various bases around the country.

Commissary store directors and their staffs normally play an integral role in organizing and executing these events in conjunction with base officials. Your help in making these special events a wonderful experience for all attendees will be greatly appreciated.

Please treat these events like a commissary grand opening or major store renovation. We would like to have a carnival atmosphere in the commissaries with extra special displays, great item pricing, product demonstrations, and special point of sale material with a “Welcome Home” theme. Friendly contests, food giveaways, and commissary gift cards are all encouraged. Any activity that can create a smile and some fun in the commissaries will be appreciated.

If you are contacted by a Store Director to assist in an event, please coordinate all planned activities with that Store Director and copy the MBU staff with information about your events. This is a great time to show our military forces how much we care about them and their selfless sacrifice for our great country.

Points of contact on issues relating to the contents of this Notice to the Trade are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 4-8385 or DSN 687-8000, extension 4-8385; and Ms. Michelle Frost, Chief, Promotions/Marketing, at 804-734-8000, extension 4-8696 pr DSN 687-8000, extension 4-8696.

/s/

Christopher T. Burns  
Director of Sales