

NOTICE TO THE TRADE – DeCA NOTICE 13-02

SUBJECT: DeCA Headquarters Worldwide Promotions – “Streamlined Promotional Package”

In the Sales Directorate’s continuing efforts to make promotional packages better, the CY 13 promotional package is a streamlined version for the regular two or three week promotional periods throughout the year. It has been reorganized and simplified to make it easier to use as store personnel prepare plans for upcoming promotional displays.

The new promotional package has been broken down into three (3) sections. The first section is called “Level 1” and contains the Manager’s Specials, Power Buys and their line extensions. It also contains a small, select group of high volume shippers and some one time buys. All of the semi-perishable and perishable items in “Level 1” are mandatory for all stores except the line extensions which are optional. All mandatory items will be assigned quantities to all stores. These quantities will be based upon individual store sales and may not be lowered without a request for waiver approved through the zone manager and sent to the HQ promotions team. Item quantities can be raised above the standard requirement by store ordering personnel as required.

The second section is called “Level 2” and contains primaries and more shippers, pallets and one time buys. All of the items in “Level 2” must be displayed to the maximum extent possible based upon space available in each store. Primary line extensions are also listed in this section for those store personnel who want to make additional items available. The current promotional term “features” will no longer be used for perishable product to include chill, freeze and pre-packed meat. They will be known as primaries; but as before, they will be listed in priority sequence.

The third and last section is called “Level 3” and contains all optional items which include secondaries and more shippers, pallets and one time buys. Items in this section are strictly optional and should only be used after requirements have been fulfilled in “Level 1” and “Level 2”. “Level 3” also has line extensions to round out the stock selection as needed.

Store directors will continue to promote certain Direct Store Delivery (DSD) categories to include soda, bakery, and salty snacks. Some DSD brands are managed at DeCA HQ such as Nabisco and Frito Lay. No more than 20 percent of available display space should be allocated for DeCA HQ and regional managed DSD, regional, and/or local items unique to a limited geographical location. The remaining 80 percent of each commissary’s total off-shelf display space must be dedicated to MBU managed promotions.

Companies may transmit a lower price than that published in the promotional package but should coordinate with the promotions team in advance. In this event, the commissary

should order and display the item at the lower price point. Prices for stores in Alaska and Hawaii may be higher than stated in the promotional package. Vendor Credit Memorandums are authorized for DSD promotional activity. This should cover any product ordered, but not shipped, at the promoted price.

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

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Christopher T. Burns
Director of Sales