

MPSM

February 9, 2012

NOTICE TO THE TRADE - DeCA NOTICE 12-43

SUBJECT: Back to School and Turkey Coupon Booklet Program 2012

The purpose of this Notice to the Trade is to offer brokers and manufacturers an opportunity to once again enhance their item sales by bundling meal solution products with coupons for “dollars off” the price of a main meat dish item. This program was tested for the first time during the month of November 2011 with turkey coupon booklets and was very successful. Each Industry participant reported significant increases in sales with their participating items during the coupon booklet program dates. Commissary patrons had the benefit of applying coupons toward the purchase of a turkey to compete with the special promotions in the civilian retail market.

For 2012, the Sales, Marketing, and Policy Group’s Sales Directorate is interested in a coupon booklet for “Back to School” for the month of August and then another coupon booklet for the months of November and December. The booklet for August will focus on coupons for a “grilling out” theme and will be for steaks, ribs or hamburgers and hot dogs. The booklet for November and December will focus on turkeys but with hams added as an alternative. These booklets must be available to all commissaries worldwide which includes overseas.

When developing plans and presentations for these coupon booklets, Industry partners are encouraged to work together in groups and assign team leaders who will be responsible for developing the booklets for review, printing and final distribution at the appropriate times. Presentations for the August coupon booklet should be made to the promotions team no later than April 16. Presentations for the November and December coupon booklets should be made no later than June 18. Special instructions will be sent to all commissaries explaining the program for maximum participation. This subject will be a main topic of discussion at the next Promotions Sub-Committee meeting.

If you have any further questions regarding this Notice to the Trade, please contact Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385 or Ms. Michelle Frost, Promotions and Marketing Chief, 804-734-8000, extension 4-8696.

//signed//
Christopher T. Burns
Director of Sales