



**DEFENSE COMMISSARY AGENCY**

HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

REPLY TO  
ATTENTION OF

PSS

May 2, 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-65

SUBJECT: Promotional Matrix Input for 2009

The purpose of this notice to the trade is to request input to the Marketing Business Unit's current 2008 promotional matrix for 2009. As you know, we have redesigned the matrix with help from our industry partners to make it more user friendly. Please see the attached excel spreadsheet for the 2008 matrix. We will use the same procedure as last year with industry providing data based input utilizing the attached format (one category per page). The following data elements are required for all input: retail and DeCA dollar sales, unit sales, and percent change. DeCA and retail seasonality index and lift should be provided in the "reason for change" field.

The goals of the 2009 promotional matrix are as follows:

- a. Focus promotional efforts of DeCA and industry to better reflect the buying habits of our patrons.
- b. Build flexibility into the promotional plan to allow DeCA and industry to identify growth opportunities, capitalize on the newest industry trends, and react quickly to changes in consumer purchase patterns.
- c. Enable industry to maximize the impact of annual promotional and advertising dollars.

Please note the promotional matrix is designed to support the normal recurring displays. Holiday promotional offers for Valentine's Day, Easter, Mother's/Father's Day, Halloween, and Thanksgiving/Christmas will continue to be supported via the seasonal packages and will not be included as part of the promotional matrix.

***We would ask that all input using the attached form be e-mailed to Mr. Patrick Nixon at [pnixon@ala-national.org](mailto:pnixon@ala-national.org) no later than May 30, 2008.*** ALA will coordinate this data and deliver to the MBU no later than June 13, 2008. If you have any further questions, my official point of contact for the promotional matrix is Mr. Charlie Dowlen, Promotions Manager, at 804-734-8385.

  
Randall Chandler  
Director of Sales

Attachments:

As stated





CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
DRY FRUIT SNACKS		X	X		X			X	X	X		
DRY MEAT SNACKS			X				X	X	X	X		
EVAPORATED/CONDENSED MILK											X	X
FABRIC SOFTNER LIQUID/SHEETS	X	X	X	X	X	X	X	X	X	X	X	
FACIAL TISSUE	X	X	X	X				X		X	X	X
FIRELOGS/FIRESTARTERS	X	X									X	X
FLOOR CLEANERS/WAX REMOVERS		X	X	X								
FLOUR/MEAL		X		X					X		X	X
FOILS, FOIL PANS & WRAPS				X		X	X				X	X
FOOD & TRASH BAGS	X		X			X	X	X	X	X	X	X
FROSTING		X		X					X	X	X	X
FURNITURE POLISH		X		X							X	
GELATIN/PUDDING MIXES	X	X	X	X	X			X	X		X	X
GERMAN FOOD									X			
GLOVES	X									X		
GRAVY/SAUCE MIXES	X	X		X						X	X	X
GUM			X	X	X	X		X		X		
HOT CEREAL	X	X	X						X	X	X	X
HOUSEHOLD CLEANER/CLOTHS	X		X	X	X			X	X	X	X	
INSTANT POTATOES	X	X	X	X					X	X	X	X
ISOTONICS			X	X	X	X	X	X	X	X		
JELLIES/JAMS/HONEY		X	X					X	X	X	X	X
KITCHEN STORAGE	X								X		X	X
LAUNDRY CARE			X	X	X		X	X	X	X		
LAUNDRY DETERGENT	X	X	X	X	X	X	X	X	X	X	X	X
LIGHT BULBS	X	X	X	X						X	X	
MARSHMALLOWS											X	X
MAYONNAISE			X	X	X	X	X	X	X		X	X
MEXICAN FOODS	X	X	X	X	X			X	X			
MEXICAN SAUCE	X	X	X	X	X	X	X	X	X			X
MILK FLAVORING	X	X	X					X			X	X
MISC. SNACKS		X	X	X	X	X		X	X	X		X
MOIST TOWELETTES		X	X	X	X	X	X	X	X			
MUSTARD & KETCHUP	X	X	X	X	X	X	X	X	X			X
OFFICE SUPPLIES								X	X			

CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
ORIENTAL FOOD		X				X	X	X				
PANCAKE MIXES		X							X		X	X
PAPER NAPKINS			X		X	X	X	X	X		X	X
PAPER TOWELS	X	X	X	X	X	X	X	X	X	X	X	X
PASTA	X	X	X		X		X	X	X	X	X	X
PEANUT BUTTER		X	X				X	X	X	X	X	X
PEST CONTROL					X	X	X	X	X	X	X	
PET SUPPLIES			X	X	X	X		X				X
PICKLES/RELISH/OLIVES				X	X	X	X	X			X	X
POPCORN/POPCORN OIL	X	X	X					X	X	X		X
RICE	X	X	X					X	X	X	X	X
RICE/POPCORN CAKES	X											
RUG/UPHOLSTERY/FABRIC TREATMENT						X			X			
SALAD DRESSINGS - SS	X	X	X	X	X	X	X	X	X			
SEAFOOD - SS	X	X	X	X				X	X		X	X
SHORTENING & OIL	X	X	X	X	X	X	X	X	X	X	X	X
SNACK BARS/GRANOLA BARS	X	X	X	X	X	X		X	X	X		
SNACK NUTS/SEEDS/CORN NUTS		X	X		X	X	X	X	X	X	X	X
SOUP	X	X	X						X	X	X	X
SPAGHETTI/ITALIAN SAUCE	X	X	X				X	X	X	X	X	X
SPICES/SEASONING	X	X	X	X	X	X	X	X	X	X	X	X
SPONGES & SCOURING PADS	X			X						X		X
SS DINNERS	X	X	X	X	X	X	X	X	X	X	X	X
STEAKWORCESTERSHIRE SAUCE				X	X	X	X	X				
STUFFING MIXES			X								X	X
SUGAR				X							X	X
SUGAR SUBSTITUTES	X	X					X				X	X
SYRUP /MOLASSES		X							X	X	X	X
TEA - BAGS/LOOSE	X	X	X		X		X			X	X	X
TEA - INSTANT TEA MIXES					X	X	X	X	X			
TEA/ COFFEE READY TO DRINK				X	X	X	X	X				
TOASTER PASTRIES/TARTS		X	X		X		X	X	X	X		
TOILET TISSUE	X	X	X	X	X	X	X	X	X	X	X	X
TOMATO PRODUCTS	X	X	X						X	X	X	X
TOTAL CANDY	X	X	X	X	X	X	X	X	X			



CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
VEGETABLES	X	X	X	X	X				X	X	X	X
VINEGAR						X	X	X				
ADULT INCONTINENCE	X						X	X		X		X
BABY ACCESSORIES		X	X	X	X	X	X	X				
BABY FOOD	X	X	X	X	X	X	X	X		X		
BABY FORMULA/ELECTROLYTES	X	X	X		X	X	X	X				X
BABY NEEDS		X	X	X	X		X	X		X		X
COUGH CROPS	X	X								X	X	X
DENTURE PRODUCTS	X	X			X		X	X		X		X
DEODORANT			X	X	X	X	X	X	X	X		
DIAPERS/BABY WIPES	X	X	X	X	X	X	X	X				X
EXTERNAL ANALGESIC RUBS				X		X	X				X	
EYE/CONTACT LENS PRODUCTS			X	X	X	X	X	X		X		
FOOTCARE PRODUCTS				X	X	X	X					
GASTROINTESTINAL-LIQ/TABLETS	X	X	X								X	X
HAIR CARE NEEDS	X	X	X	X	X		X	X	X	X		X
HAND & BODY LOTION	X	X	X		X					X	X	X
INTERNAL ANALGESICS	X	X	X					X	X	X		X
MOUTHWASH	X	X	X				X	X	X	X		
NASAL PRODUCTS	X	X	X									X
PANTYHOSE/NYLONS		X		X						X		X
RAZORS				X	X	X	X	X	X	X		X
SANITARY NAPKINS/TAMPONS	X	X	X			X	X	X	X	X	X	
SHAVING CRÈME/LOTION				X	X	X	X	X	X	X		X
SKIN CARE	X			X	X	X		X	X	X	X	X
SOAP	X	X	X		X	X	X	X	X	X	X	
TIGHTS/SOCKS	X	X	X							X		X
TOOTHBRUSH/DENTAL ACCESSORIES	X	X	X		X	X	X	X	X	X	X	X
TOOTHPASTE	X	X	X		X	X	X	X	X	X	X	X
VITAMINS	X	X	X	X	X			X	X	X		
WEIGHT CON/NUTRITION LIQ/PWD	X	X	X	X	X	X	X	X	X			
WEIGHT CONTROL CANDY/TABLETS	X	X	X	X	X	X	X	X	X			

CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
BREAKFAST MEATS	X	X	X	X	X	X	X	X	X	X	X	X
BUTTER			X								X	X
CHEESECAKES			X	X								
COTTAGE CHEESE						X	X					
CREAM CHEESE/CR CHS SPREAD	X	X	X			X					X	X
CREAM/CREAMERS				X							X	X
DESSERT TOPPINGS - RFG			X		X	X	X				X	X
DESSERTS - RFG	X	X	X	X	X	X	X	X	X	X		
DINNER HAM			X	X								X
DINNER SAUSAGE	X	X	X	X	X	X	X	X	X	X	X	X
DIPS-RFG	X	X	X	X	X	X	X	X			X	X
DOUGH/BISCUIT DOUGH-RFG	X	X		X					X	X	X	X
DRY SAUSAGE	X	X										
EGG ALTERNATIVES	X									X	X	
FRANKFURTERS	X	X	X	X	X	X	X	X	X	X		
JUICES/DRINKS-RFG	X	X	X	X	X	X	X	X	X	X	X	X
LUNCHEON MEATS	X	X	X	X	X	X	X	X	X	X	X	X
LUNCHES-RFG			X	X	X			X	X	X		X
MARGARINE/SPREADS/BUTTER BLEND	X	X	X	X	X	X	X	X	X	X	X	X
NATURAL CHEESE	X	X	X	X	X	X	X	X	X	X	X	X
PASTA-RFG	X	X	X		X	X	X	X	X	X		
PICKLES-RFG	X			X		X	X					
PROCESSED CHEESE	X	X	X	X	X	X	X	X	X	X	X	X
SEAFOOD-RFG	X	X	X	X							X	X
SOUR CREAM	X	X		X	X		X	X		X	X	X
SPREADS				X								X
SOY MILK	X	X	X									
YOGURT		X	X	X	X	X	X	X	X	X		
FZ APPETIZERS/SNACK ROLLS	X	X	X	X				X	X	X	X	X
FZ BAKED GOODS		X	X	X					X	X	X	
FZ BREAD/DOUGH	X	X		X						X	X	X
FZ BREAKFAST FOODS	X	X	X	X				X	X	X	X	X
FZ CORN ON THE COB			X	X	X	X	X				X	

CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
FZ DESSERTS/PIES/TOPPINGS			X	X	X	X	X			X	X	X
FZ DINNERS/ENTREES	X	X	X	X	X	X	X	X	X	X	X	X
FZ FRUIT		X	X	X							X	X
FZ ICE CREAM/SHERBET	X	X	X	X	X	X	X	X	X	X	X	X
FZ JUICE	X	X	X		X	X	X	X				X
FZ MEAT	X	X			X	X	X	X	X	X		
FZ NOVELTIES				X	X	X	X	X	X			
FZ PASTA	X	X	X	X						X		X
FZ PIES											X	X
FZ PIZZA	X	X	X	X			X	X	X	X	X	X
FZ PLAIN VEGETABLES	X	X	X	X						X	X	X
FZ POT PIES	X	X	X	X		X			X	X	X	X
FZ POTATOES/ONIONS	X	X	X	X			X	X		X	X	X
FZ POULTRY	X	X	X	X	X	X	X	X	X	X	X	X
FZ PREPARED VEGETABLES	X	X	X	X						X	X	X
FZ SEAFOOD	X	X	X	X	X	X	X	X	X	X	X	X
FZ SIDE DISHES										X		
HMR	X		X	X		X		X	X			
WILD BIRD FOOD	X	X	X	X	X	X				X	X	X



CATEGORY:					
U.S. FOOD \$ SALES	U.S. FOOD % CHANGE (YEAR AGO)	U.S. FOOD UNIT SALES	U.S. FOOD % CHANGE (YEAR AGO)	RECOMMENDED CHANGE	REASON FOR THE CHANGE
D <sup>e</sup> CA \$ SALES	D <sup>e</sup> CA % CHANGE (YEAR AGO)	D <sup>e</sup> CA UNIT SALES	D <sup>e</sup> CA % CHANGE (YEAR AGO)		