



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PS

JUN 6 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-76

SUBJECT: Rack/Cooler Presentations

The purpose of this Notice to the Trade is to set forth the parameters for Industry presentations for inclusion in the Defense Commissary Agency (DeCA) 2009–2010 rack/cooler program.

The appropriate buyer will take rack and cooler presentations August 19–21, 2008, and September 9–25, 2008. Appointments should be scheduled with the respective buyer through Ms. Evelyn Trisvan at 804.734.8614.


Presentations will be taken for both annual and seasonal racks and coolers, to include clip strips. The primary focus will be products that lend themselves solely to an off-shelf display as well as for high velocity or seasonal items already in DeCA's stock assortment that require supplemental merchandising space. Not included in this program are front-end racks, merchandising vehicle presentations in support of new items, and those utilized in support of promotional activity. In and out fixtures for promotional activity will continue to be identified on the applicable promotional package as warranted. Items will not be allocated "outside" of their store class size to accommodate a rack.

Proposals should contain the following:

- a. Resale Ordering Agreement Number
- b. Brand/line to be displayed on the rack/cooler
- c. Projected sales and savings
- d. Category rank of applicable items on rack/cooler
- e. Desired display performance timeframe, if seasonal
- f. Desired in-store location
- g. Desired store classification
- h. Type of display fixture, to include photo and dimensions
- i. Previous rack program history, to include participating stores

Rack or cooler presentations will not be accepted during calendar years 2009–2010 with the exception of new innovative Industry programs that may occur. The base period of performance will be January 1–December 31, 2009, with an option to extend for a period of 1 year beginning January 1, 2010. Companies electing to offer an accrual should identify how the funds will be accrued, when they will be realized, and a projection on how these funds will be expended. The proposal should cover the base and the option period.

If you have any questions, please contact Ms. Edna Hoogewind, Contract Specialist, at 804.734.8410.


Richard S. Page
Chief Operating Officer