



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

JUN 6 2008

PSS

NOTICE TO THE TRADE – DeCA NOTICE 08-81

SUBJECT: 2009 Winter, Spring, Summer and Holiday/Fall Club Pack Programs

The purpose of this Notice to the Trade is to advise industry that DeCA will promote the Winter Club Pack from January 1 through March 31, 2009; Spring Club Pack from April 1 through June 30, 2009; Summer Club Pack from July 1 through September 30, 2009; and Holiday/Fall Club Pack from October 1 through December 31, 2009.

The VPR pricing periods will be from December 16, 2008, to April 15, 2009, for Winter Club Pack; March 16 to July 15, 2009, for Spring Club Pack; June 16 to October 15, 2009, for Summer Club Pack; and September 16, 2009, through January 15, 2010, for Holiday/Fall Club Pack.

Presentation dates for Winter Club Pack will be July 7-8, 2008; for Spring Club Pack September 8-19, 2008; for Summer Club Pack January 5-16, 2009; and for the Holiday/Fall Club Pack March 9-20, 2009. All presentations should be made to Mr. Louis Kennedy; these presentations should include movement data and item rankings for the entire category and provide commissary patrons with maximum savings. The promotional matrix should be utilized as a guide when making presentations.

Industry must clearly identify if the club pack items may be ordered as open stock or pallets. Additionally, please ensure that the items accepted for the program are set up with the distributors as published. This will prevent delays in getting product to the distributors in time for stores to order and receive the items for their highly advertised club pack sales.

The Winter Club Pack will be published in August 2008; the Spring Club Pack will be published in November 2008; the Summer Club Pack will be published in February 2009; and the Holiday Club Pack program will be published in early May 2009. Commissaries will be queried on a monthly basis concurrent with the promotional packages to obtain pre-committed quantities. These pre-committed quantities will be consolidated and be provided to industry.

My points of contact are Mr. Charles Dowlen, Promotions Manager, (804) 734-8385, and Mr. Louis Kennedy, Assistant Promotions Manager, (804) 734-8232.

A handwritten signature in black ink that reads "R Chandler".

Randall Chandler
Director of Sales