



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

JUL 18 2008

PSSP

NOTICE TO THE TRADE – DeCA NOTICE 08- 89

SUBJECT: Promotional Calendar – 2009

The purpose of this Notice to the Trade is to provide industry with the promotional calendar for 2009 which is provided as an attachment. Please note there is only one promotional period in December. This change was made to reduce the burden upon store directors of having to change out promotional displays during peak selling periods over the holidays.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly stocked items. We respectfully request that our industry partners focus additional efforts on promotional pricing to meet these time requirements. It is critical that industry adheres to this pricing schedule in order to minimize pricing restages. It ensures that items are priced correctly during their promotional timeframes and also reduces item deletes which negatively impact DeCA, industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have continued to specify early and separate time requirements for “O” coded items (columns h and i). This enables us to more quickly allocate items to our OCONUS commissaries. VPR dates for the promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods required by the display dates (column f). Prior to publication, sales representatives will be notified that their items have been tentatively selected for promotion. Industry will be required to EDI a price for all “O” coded items within 48 hours of notification for the next pricing period.

My points of contact are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8385 and Mr. Lou Kennedy, Assistant Promotions Manager, at 804-734-8232.

A handwritten signature in black ink, appearing to read "R Chandler".

Randall Chandler
Director of Sales

Attachments:
As stated

Month	Promo Period	Dates of Displays	Duration of Display	Month of Presentation	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items	DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Promo Theme
JAN	1	JAN 6-JAN 21,2009	2 WEEKS	AUG	JAN 1-JAN 31,2009	DEC 10,2008	NOV 1,2008-JAN 31,2009	October 10, 2008	PROMISES FOR THE NEW YEAR SALE
JAN	2	JAN 22-FEB 4	2 WEEKS	AUG	JAN 16-FEB 15,2009	DEC 25,2008	NOV 16,2008-FEB 15,2009	October 25, 2008	SUPER BOWL OF SAVINGS (Super Bowl Feb 1)
FEB	3	FEB 5-FEB 16	2 WEEKS	SEPT	JAN 16-FEB 28,2009	DEC 25,2008	NOV 16,2008-FEB 28,2009	October 25, 2008	A BUZZARD OF WINTER SAVINGS
FEB	4	FEB 19- MAR-4	2 WEEKS	SEPT	FEB 1-MARCH 15,2009	JAN 10,2009	DEC 1,2008-MAR 15,2009	November 10, 2008	CHILLIN DOLLAR DAY SALE
MAR	5	MAR 6 - MAR 18	2 WEEKS	OCT	FEB 16-MAR 31,2009	JAN 25,2009	DEC 16,2008-MAR 31,2009	November 25, 2008	FROZEN FOOD MONTH FEATURES
MAR	6	MAR 19 - APR 1	2 WEEKS	OCT	MAR 1-APRIL 15,2009	FEB 10,2009	JAN 1-APRIL 15,2009	December 10, 2008	NATIONAL NUTRITION MONTH SPECIALS
APR	7	APR 2 - APR 15	2 WEEKS	NOV	MAR 16-APRIL 15,2009	FEB 25,2009	JAN 16-APRIL 15,2009	December 25, 2008	SPRING SAVINGS SPECTACULAR (Easter April 12)
APR	8	APR 16 - APRIL 29	2 WEEKS	NOV	APRIL 1-APRIL 30,2009	MARCH 10,2009	FEB 1-APRIL 30, 2009	January 10, 2009	EARTH FRIENDLY SAVINGS / DOLLAR DAYS
MAY	9	APRIL 30 - MAY 13	2 WEEKS	DEC	APRIL 16-MAY 15,2009	MARCH 25,2009	FEB 16-MAY 15,2009	January 25, 2009	MOTHER'S DAY CELEBRATION / CASE LOT SALE
MAY	10	MAY 14 - JUN 3	3 WEEKS	DEC	MAY 1-JUNE 15,2009	APRIL 10,2009	MAR 1-JUNE 15,2009	February 10, 2009	DECA SALUTES MEMORIAL DAY
JUN	11	JUN 4 - JUN 17	2 WEEKS	JAN	MAY 16-JUNE 30,2009	APRIL 25,2009	MAR 16-JUNE 30,2009	February 25, 2009	FATHER'S DAY BARGAINS
JUN	12	JUN 18 - JUL 8	3 WEEKS	JAN	JUNE 1-JULY 15,2009	MAY 10,2009	APRIL 1-JULY 15,2009	March 10, 2009	LET FREEDOM RING SAVINGS SPECTACULAR
JUL	13	JULY 9-JULY 22	2 WEEKS	FEB	JULY 1-JULY 31,2009	JUNE 10,2009	MAY 1-JULY 31,2009	April 10, 2009	MAKE A SPLASH WITH SUMMER SAVINGS
JUL	14	JULY 23-AUG 5	2 WEEKS	FEB	JULY 16-AUG 15,2009	JUNE 25,2009	MAY 16-AUG 15,2009	April 25, 2009	HOT WEATHER HEAVY SPECIALS
AUG	15	AUG 6-AUG 19	2 WEEKS	MAR	JULY 16-AUG 31,2009	JUNE 25,2009	MAY 16-AUG 31,2009	April 25, 2009	LUNCH BOX FULL OF SAVINGS (MBU MERCHANDISING CONTEST)
AUG	16	AUG 20-SEPT 9	3 WEEKS	MAR	AUG 1-SEPT 15,2009	JULY 10,2009	JUNE 1-SEPT 15,2009	May 10, 2009	LABOR DAY BARGAINS / DOLLAR DAYS
SEP	17	SEPT 16-SEPT 23	2 WEEKS	APR	SEPT 1-SEPT 30,2009	AUG 10,2009	JULY 1-SEPT 30,2009	June 10, 2009	GREAT TAIL GATE PARTY OF SAVINGS / CASE LOT SALE
SEP	18	SEPT 24-OCT 7	2 WEEKS	APR	SEPT 16-OCT 15,2009	AUG 25,2009	JULY 16-OCT 15,2009	June 25, 2009	OKTOBERFEST CELEBRATION
OCT	19	OCT 8-OCT 21	2 WEEKS	MAY	OCT 1-OCT 31,2009	SEPT 10,2009	AUG 1-OCT 31,2009	July 10, 2009	DECA'S 18th ANNIVERSARY SALE / FILL YOUR FREEZER SALE
OCT	20	OCT 22- NOV 4	2 WEEKS	MAY	OCT 16-NOV 15,2009	SEPT 25,2009	AUG 16-NOV 15,2009	July 25, 2009	AUTUMN DOLLAR DAYS
NOV	21	NOV 6-NOV 18	2 WEEKS	JUN	OCT 16-NOV 30,2009	SEPT 25,2009	AUG 16-NOV 30,2009	July 25, 2009	SUPPORT YOUR VETERANS SALE
NOV	22	NOV 19-DEC 2	2 WEEKS	JUN	NOV 1-DEC 15,2009	OCT 10,2009	SEPT 1-DEC 15,2009	August 10, 2009	SPECIAL THANKSGIVING DAY FEATURES
DEC	23	DEC 3- JAN 6	6 WEEKS	JUL	NOV 16-JAN 15,2009	OCT 25,2009	SEPT 16, 2009 - JAN 15, 2010	August 25, 2009	THE GREAT HOME FOR THE HOLIDAYS SALE