



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

JUL 29 2008

PSSP

NOTICE TO THE TRADE – DeCA NOTICE 08-91

SUBJECT: Promotional Matrix 2009

The purpose of this Notice to the Trade (NTT) is to advise industry regarding the Defense Commissary Agency's (DeCA) Promotional Matrix for calendar year 2009.

The Promotional Matrix accompanying this NTT is a result of a cooperative effort by DeCA and our partners in industry. The format was changed as a result of suggestions from the promotions sub-committee of the Commissary Council to make it more "user friendly". An MBU matrix committee recently completed a thorough review of the comments industry submitted and incorporated many of the suggestions in the final version. Decisions were made utilizing justifications from industry and data researched by the committee indicating how well categories indexed by month, both within DeCA and in civilian retail facilities.

The goals in creating the 2009 Promotional Matrix were to focus promotional efforts of DeCA and industry to better reflect the buying habits of our customers and to identify growth opportunities. Industry should utilize the Promotional Matrix as a guide to plan annual promotional and advertising dollars. DeCA will reserve the right to promote categories not listed on the Promotional Matrix for a particular month to support special circumstances such as new item launches or special retail packs that support movie tie-ins.

Special thanks to all parties that participated in this venture. This Promotional Matrix will provide excellent guidance as to when products should be presented with the intent of featuring the right products at the right time at the right price.

Points of contact for the Promotional Matrix are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8385 and Mr. Lou Kennedy, Assistant Promotions Manager, at 804-734-8232.

Randall Chandler
Director of Sales

Attachment:
As stated

2009 MATRIX

CATEGORY	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
AIR FRESHENERS				X				X	X	X		X
ALL OTHER SAUCES					X	X	X	X	X	X	X	X
ASEPTIC JUICES			X	X	X	X	X	X	X	X		
BAKED BEANS/PORK & BEANS					X	X	X	X				
BAKING MIXES		X		X				X	X	X	X	X
BAKING NEEDS				X							X	X
BAKING NUTS				X							X	X
BARBECUE SAUCE				X	X	X	X	X	X			
BATTERIES	X						X	X	X	X	X	X
BLEACH	X			X	X	X	X	X	X	X		
BOTTLED JUICES - SS	X	X	X	X	X	X	X	X	X	X	X	X
BOTTLED WATER	X	X	X	X	X	X	X	X	X	X	X	X
CANDLES		X	X									
CANNED/BOTTLED FRUIT		X	X	X				X	X	X	X	X
CANNED JUICES - SS	X	X	X		X		X					
CANNED MEAT	X	X	X			X	X	X	X	X	X	X
CAT FOOD/TREATS	X	X	X	X	X	X	X	X	X	X	X	X
CAT/DOG LITTER	X	X					X	X		X	X	X
CHARCOAL				X	X	X	X	X				
CHARCOAL LIGHTER FLUIDS				X	X	X	X	X				
CLEANING TOOLS/MOPS/BROOMS	X			X						X		
COFFEE	X	X	X	X	X				X	X	X	X
COFFEE CREAMER - SS	X	X	X						X	X	X	X
COFFEE FILTERS	X	X	X							X	X	X
COLD CEREAL	X	X	X	X	X	X	X	X	X	X	X	X
COOKIES	X	X	X	X	X	X	X	X	X	X	X	X
CRACKERS	X	X	X	X	X	X	X	X	X	X	X	X
CUPS & PLATES	X	X			X	X	X	X	X		X	X
DISH DETERGENT	X	X	X	X	X	X	X	X	X	X	X	X
DISPOSABLE TABLEWARE		X			X	X	X	X	X		X	X
DOG FOOD/TREATS	X	X	X	X	X	X	X	X	X	X	X	X
DRIED FRUIT			X	X				X		X		X
DRINK MIXES				X	X	X	X	X	X			
DRY BEANS/VEGETABLES	X					X						X
DRY FRUIT SNACKS		X	X		X			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	X	
PAPER NAPKINS			X		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
PEST CONTROL					X	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	X
RICE	X	X	X					X	X	X	X	X
RICE/POPCORN CAKES	X								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	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	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		
BABY ACCESSORIES		X	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
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		
DIAPERS/BABY WIPES	X	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		
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	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 CREME/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	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	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
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
LUNCHEON-RFG			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	X		
FZ APPETIZERS/SMACK 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	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
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				
WILD BIRD FOOD	X	X	X	X	X	X				X	X	X