



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

AUG 27 2008

PSSP

NOTICE TO THE TRADE – DeCA NOTICE 08-96

SUBJECT: Seasonal Calendar – 2009/2010

The purpose of this Notice to the Trade is to provide industry with the seasonal calendar for 2009/2010.

The attached calendar, in addition to display dates, provides pricing requirements for both “O” items as well as regularly carried items. It is requested that our industry partners focus additional efforts on promotional pricing to meet these time requirements. The deadline for submitting pricing for “K” items has been advanced by one roll-up period to minimize pricing restages. Industry will be required to EDI a price for all “O” coded items within 48 hours of notification to ensure items are priced correctly during their respective seasonal timeframe.

Completion of blocks #14 through #16 on the Display Presentation & New Item Form is mandatory. In block #15, you must annotate whether the promotion and/or item selection is worldwide, regional, or store specific. If regional, use the remarks section (block #34) to identify the applicable regions, or if store specific to identify the applicable stores. All items presented for inclusion in the seasonal packages require a “guaranteed sell through” provision. Consequently, the “guaranteed sale” provision in block #14 must be checked. In block #16, you must indicate whether or not there is a minimum ship quantity for each applicable brand and manufacturer and whether or not a distributor has been set up to handle the item. If the item has not yet been set-up at the distributor, annotate the set-up date. It is critical that block #16 be filled out correctly and in particular includes the date that product will be available to ship to all commissaries worldwide.

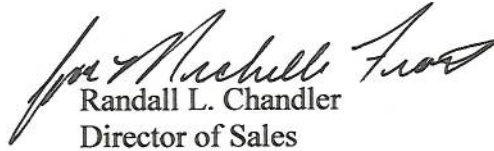
The importance of supporting our OCONUS commissaries must continue to be emphasized. The number of orders that are cut or zero filled should be kept to a minimum. Cancelled orders impact our ability to provide seasonal products to OCONUS commissary patrons. To minimize this impact, if manufacturer/distribution issues prevent industry from meeting the ship date annotated in block #16, the MBU must be notified in advance. This will provide us with the opportunity to adjust orders in a timely manner.

At the conclusion of the seasonal display period, all seasonal one-time buys will be required to participate in the scan-down process. Items that are normally stocked in DeCA commissaries and items that have been allocated to stores outside their current level of stockage will be excluded from the automated scan-down process. The markdown period will commence the day after the seasonal period ends and will run for 14 calendar days. Markdowns for all seasonal merchandise, regardless of participation in the automated scan-down process, will remain consistent with the current practice of 50 percent or better. One-time buys remaining

after the 14 day seasonal markdown period will be picked up at store level via VCM. Other seasonal items that have been allocated outside their store classification will be processed at the local level as noted above utilizing store level VCMs. Items that have been extended from the holiday package through Super Bowl will be marked down the Monday after the game and then the aforementioned rules will apply.

While the automated scan down portion of this program applies only to the 48 contiguous states, the "guaranteed sell through" provision applies to all commissaries worldwide. Stores located outside of the 48 contiguous states will utilize VCMs in lieu of the automated scan-down process.

Points of contact for this action are Charles Dowlen, Promotions Manager, at DSN 687-8385 or 804-734-8385, Louis Kennedy, Assistant Promotions Manager, at DSN 687-8232 or 804-734-8232.


Randall L. Chandler
Director of Sales

Attachment:
As stated

DECA HOLIDAY/SEASONAL PROMOTIONAL CALENDAR - 2009/2010

	DATES	MINIMUM PDS/DSD	TENTATIVE DATE	MINIMUM PDS/DSD	DEADLINE TO	MONTH	
	OF	PROMOTIONAL PRICING	TO SUBMIT	PROMOTIONAL PRICING	SUBMIT	OF	
	DISPLAY	FOR "O" CODED ITEMS	FOR	FOR "K" ITEMS	FOR	PRESENTATION	BUYER
			"O" ITEMS		"K" ITEMS		
CANNING SUPPLIES 2009	Apr 6 - Sep 30, '09	Dec 16, '08 - Oct 15, '09	Nov 25, '08	Mar 16, - Oct 15, '09	Feb 25, '09	Nov 3-7, '08	Lou Kennedy
SUMMER WATER PROGRAM 2009	Mar 30 - Sep 30, '09	Nov 30, '08 - Oct 15, '09	Oct 25, '08	Mar 16, - Oct 15, '09	Feb 25, '09	Sep 29 - Oct 3, '08	Lou Kennedy
HALLOWEEN - OCTOBER 31, 2009	Aug 10 - Oct 31, '09	Apr 16 - Nov 15, '09	Mar 25, '09	Aug 1 - Nov 15, '09	Jul 10, '09	Jan 5 - 23, '09	Lou Kennedy
WINTER COCOA/CIDER 2009/2010	Oct 5, '09 - Mar 31, '10	June 16, '09 - Apr 15, '10	May 25, '09	Sep 16, '09 - Apr 15, '10	Aug 25, '09	Mar 16 - 27, '09	Lou Kennedy
CHRISTMAS 2009							
INTERNATIONAL	Sept 7 - Dec 25, '09	Mar 16, '09 - Jan 15, '10	Feb 25, '09	Aug 16, '09 - Jan 15, '10	Jul 25, '09	Jan 5 - 23, '09	Charles Dowlen
CHILL/PREPACKED MEAT	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Feb 2 - 13, '09	Lou Kennedy
FREEZE	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Feb 2 - 13, '09	Lou Kennedy
COOKIES/CRACKERS/FRUITCAKE	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Feb 2 - 13, '09	Charles Dowlen
GIFT PACK/NOVELTIES	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Feb 9 - 20, '09	Lou Kennedy
HBC GIFT PACKS	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Mar 2 - 13, '09	Charles Dowlen
NONFOOD	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Feb 9 - 27, '09	Charles Dowlen
BAKING/MISC	Oct 5 - Dec 31, '09	June 1, '09 - Jan 15, '10	May 10, '09	Sep 16, '09 - Jan 15, '10	Aug 25, '09	Mar 16 - Apr 3, '09	Charles Dowlen
CANDY	Nov 1 - Dec 25, '09	June 1, '09 - Jan 15, '10	May 10, '09	Oct 16, '09 - Jan 15, '10	Sep 25, '09	Mar 2 - 27, '09	Lou Kennedy
VALENTINE'S DAY - FEB 14, 2010	Jan 4, '10 - Feb 14, '10	Aug 16, '09 - Feb 28, '10	Jul 25, '09	Dec 16, '09 - Feb 28, '10	Nov 25, '09	Jun 15 - 26, '09	Lou Kennedy
EASTER - APRIL 04, 2010	Feb 15 - Apr 4, '10	Oct 1, '09 - Apr 30, '10	Sep 10, '09	Feb 01 - Apr 30, '10	Jan 10, '10	Aug 3 - 14, '09	Lou Kennedy
MOTHER'S DAY - MAY 09, 2010	Apr 12 - May 09, '10	Nov 16, '09 - May 31, '10	Oct 25, '09	Apr 1 - May 31, '10	Mar 10, '10	Aug 24 - Sep 4, '09	Lou Kennedy
FATHER'S DAY - JUNE 20, 2010	May 10 - Jun 20, '10	Nov 16, '09 - Jul 15, '10	Oct 25, '09	May 1 - Jun 30, '10	Apr 10, '10	Aug 24 - Sep 4, '09	Lou Kennedy