



**DEFENSE COMMISSARY AGENCY**  
HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

REPLY TO  
ATTENTION OF

NOV 17 2008

PS

NOTICE TO THE TRADE – DeCA NOTICE 09-09

SUBJECT: Rack/Cooler Program for Calendar Years 2009 and 2010

As outlined in Defense Commissary Agency (DeCA) Notice to the Trade 08-76, dated June 6, 2008, the review of all rack/cooler proposals for Calendar Years 2009–10 has been completed. As a result, a core group of merchandising vehicles, as identified in the attachment, has been selected to comprise the rack/cooler program.

The function of the selected vehicles is strictly to supplement shelf space in support of high volume items to meet customer demand or to merchandise items that are not planogrammed elsewhere in the store. As in last year's program, all rack placements will be at the discretion of the store director with the exception of those racks that are identified on the attached document as mandatory. The agreement between the manufacturer and DeCA will specify those locations where optional placement is authorized. Companies with racks currently in the store that are not identified on the attachment should remove them no later than January 31, 2009.

On/off floor type-merchandising vehicles used during promotional activity will continue to be authorized for use in support of monthly/seasonal promotional activity for those categories that lend themselves to additional merchandising vehicles.

The cooperative efforts between DeCA and our trading partners will ensure continued success and better execution of this program at store level. If you have questions, please contact Ms. Edna Hoogewind, at 804-734-8000, extension 4-8410.

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

Randall Chandler  
Director of Sales

Attachment:  
As stated

## DeCA 2009 - 2010 Rack/Cooler Program

COMPANY NAME	RACK/COOLER	PRODUCTS
Alder Foods	Cooler	Coffee-Mate, Nesquik, Lactaid
Alder Foods*	Rack	Thermal Freezer Bags
Ann's House of Nuts	Rack	Ann's, Country Best, SunKist, & Mariana's Dried Fruit
Arizona Tea	Rack	Tea
Bags and Wraps	Rack (Hawaiian stores only)	Reusable Bags
Beacon's Light	Cooler/Freezer	Seafood
Bimbo Bakeries	Table/Rack (Locations West of Mississippi)	Entenmann's & Thomas Items
Brach's	Rack	Pick A Mix & Chocolate Selections
Coca Cola (Minute Maid)	Visi Cooler	Chilled Juice
Coca-Cola North America*	Coolers* & OBM Racks	Coca-Cola Products
Dannon	Cooler	Yogurt
Del Monte Foods	Rack	Orchard Select Products
Dr. Pepper*/Snapple	Cooler	Beverages
Duracell/Energizer/Rayovac	Rack	Batteries
Elite Foods	Racks	Bulk & Bagged Nuts
Frito-Lay	Rack or Endcap	Salty Snacks
Frito-Lay	Single Serve Rack on Pepsi Coolers Only	Salty Snacks (Single Serve Rack on Pepsi Coolers only)
Frito-Lay/Oberto Sausage	Clip Strips	Meat Snacks
General Mills	Cooler	Yogurt
George Weston Bakeries	Table/Rack (Locations East of Mississippi)	Entenmann's & Thomas SKUs
Gorton's	Cooler	Seafood
Govinda's Juices	Cooler (Hawaiian stores only)	Nutritional Juices
Here's Howe	Rack	Bagged Candy
Hormel Foods*	Rack	Dry Sausage (Shared Rack)
J. M. Smuckers	Seasonal Rack	Ice Cream Toppings (Shared Rack)
Jack's Links	Single Serve Rack on Coke Coolers Only	Meat Snacks
Kellogg's (Keebler)	End Cap Rack	Cookies/Crackers
Kraft Foods, Inc.	Rack	Powdered Beverage Mixes
Kraft Foods, Inc.	Mega Cooler	Kraft Cheese & Oscar Mayer Products
Kraft Foods, Inc. (Nabisco)	Rack	Planters Nuts
Kraft Foods, Inc. (Nabisco)	End Cap & Single Serve Racks	Cookies/Crackers
Malt 'O Meal	Rack (DeCA Zone 6 only)	Cereal
McCormick and Co., Inc.	Shelf Extenders	McCormick SKUs
McKee Foods	Rack	Little Debbie Snack Cakes & Sunbelt Items (No Cereal)
Melissa's	Rack	Produce, Organics, & Speciality Items
Mission Foods	Rack	Tortillas
Monster	Cooler	Energy Drinks
Naked Juice	Cooler (DeCA West only)	Natural/Organic Juices
Nestle USA	Cooler	Stouffers & Lean Cuisine
Odwalla	Cooler and Rack	Natural/Organic Juices/Bars
Otis Spunkmeyer Inc.	Rack	Muffins and Danish
Pepsi	Cooler or Rack	New Age Beverage and Aquafina Water
Pepsi*	Coolers*/OBM Racks	Pepsi Products
QTG Sales, Inc./Gatorade	Cooler	Gatorade
QTG Sales, Inc./Tropicana	Cooler	Chilled Juice
Rockstar	Cooler (DeCA West only)	Juices
Russell Stover	Rack	Sugar Free Candy (Shared Rack)
SC Johnson*	Seasonal Rack	Insecticides (Shared Rack)
Skilcraft (NIB)	Rack	Kitchen Utensils
Skilcraft (NIB)	Rack	Produce Extra Life Product
Smithfield	Rack	Gwaltney Cured Meat (Shared Rack)
Starbucks*	Rack	Coffee/Chocolate

\*Indicates Mandatory Placement

Attachment NTT 09-09

## DeCA 2009 - 2010 Rack/Cooler Program

COMPANY NAME	RACK/COOLER	PRODUCTS
Swan Sales Corporation	Rack	Jelly Belly Candy
Webco	Rack	Reusable Bags
White Wave	Cooler	Silk, International Delight, Land O' Lakes, Hershey's Organic Horizon
Wrigley's	Rack	Gum