

PSSP

September 22, 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-105

SUBJECT: Seasonal Promotional Calendars – 2010

The purpose of this Notice to the Trade is to provide industry with the seasonal promotional calendars for 2010 which are provided in the attachment. Please note there are two separate calendars. The first one is for all of the seasonal promotions such as Valentine's Day, Halloween and etc. The second one is for the quarterly club pack promotions and the two worldwide case lot sales held in May and September.

In addition to display dates, the attached calendars provide 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 which are located in columns c and d. This enables us to more quickly allocate items to our OCONUS commissaries. Pricing period dates which encompass the display dates are located in column e. 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 804-734-8000, extension 48385 and Ms. Renee Mayo, Assistant Promotions Manager, at 804-734-8000, extension 48441.

//signed//
Randall Chandler
Director of Sales

Attachment:
As stated