

DeCA CLUB PACK/CASE LOT PROMOTIONAL CALENDAR - 2010/2011

	MINIMUM FDS/DSD	TENTATIVE DATE	MINIMUM FDS/DSD	DEADLINE TO			
DATES	PROMOTIONAL PRICING	TO SUBMIT	PROMOTIONAL PRICING	SUBMIT	MONTH		
CLUB PACK	OF	PERIOD REQUIRED	PRICING	PERIOD REQUIRED	PRICING	OF	
CASE LOT	DISPLAY	FOR "O" CODED ITEMS	FOR	FOR "K" ITEMS	FOR	PRESENTATION	BUYER
		"O" ITEMS		"K" ITEMS			
<u>CLUB PACK SALES 2010</u>							
SPRING 2010	Apr 1 - Jun 30, 2010	Jan 1 - Jun 30, 2010	Dec 10 2010	Mar 16 - Jun 30, 2010	Feb 25 2010	Oct 5 - 15, 2009	Renee Mayo
SUMMER 2010	July 1 - Sept 30, 2010	Apr 16 - Sept 30, 2010	Mar 25 2010	Jun 16 - Sep 30, 2010	May 25 2010	Jan 4 - 14, 2010	Renee Mayo
SUMMER 2010 (HURRICANE SECTION)	July 1 - Oct 31, 2010	Apr 16 - Oct 31, 2010	Mar 25 2010	Jun 16 - Oct 31, 2010	May 25 2010	Jan 4 - 14, 2010	Renee Mayo
FALL 2010	Oct 1 - Dec 31, 2010	Jul 16 - Dec 31, 2010	Jun 25 2010	Sept 16 - Dec 31, 2010	Aug 25 2010	Apr 5 - 15, 2010	Renee Mayo
<u>CASE LOT SALES 2010</u>							
CASE LOT MAY	Apr 22 - Jun 15, 2010	Feb 1 - Jun 15, 2010	Jan 10 2010	Apr 16 - Jun 15, 2010	Mar 25 2010	Oct 19 - 30, 2009	Renee Mayo
CASE LOT SEPTEMBER	Aug 23 - Oct 15, 2010	Jun 1 - Oct 15, 2010	May 10 2010	Aug 16 - Oct 15, 2010	July 25 2010	Feb 15 - 26, 2010	Renee Mayo
<u>CLUB PACK SALES 2011</u>							
WINTER 2011	Jan 1 - Mar 31, 2011	Oct 16, 2010 - Mar 31, 2011	Sept 25 2010	Dec 16, 2010 - Mar 31, 2011	Nov 25 2010	Jul 6 - 15, 2010	Renee Mayo
SPRING 2011	Apr 1 - Jun 30, 2011	Jan 1 - Jun 30, 2011	Dec 25 2010	Mar 16 - Jun 30, 2011	Feb 25 2011	Oct 4 - 14, 2010	Renee Mayo