

**DeCA HOLIDAY/SEASONAL PROMOTIONAL CALENDAR - 2010/2011**

		MINIMUM FDS/DSD	TENTATIVE DATE	MINIMUM FDS/DSD	DEADLINE TO		
	DATES	PROMOTIONAL PRICING	TO SUBMIT	PROMOTIONAL PRICING	SUBMIT	MONTH	
HOLIDAY/ SEASONAL	OF DISPLAY	PERIOD REQUIRED FOR "O" CODED ITEMS	PRICING FOR	PERIOD REQUIRED FOR "K" ITEMS	PRICING FOR	OF PRESENTATION	BUYER
			"O" ITEMS		"K" ITEMS		
<b>SUNCARE 2010</b>	Mar 8, 2010 - Oct 15, 2010	Dec 1, 2009 - Oct 15, 2010	Nov 10 2009	Mar 1, 2010 - Oct 15, 2010	Feb 10 2010	Oct 13, 2009 - Oct 22, 2009	Andy Beres
<b>SUMMER WATER PROGRAM 2010</b>	Mar 29, 2010 - Sept 30, 2010	Nov 16, 2009 - Oct 15, 2010	Oct 25 2009	Mar 16, 2010 - Oct 15, 2010	Feb 25 2010	Sept 29, 2009 - Oct 8, 2009	Renee Mayo
<b>CANNING SUPPLIES 2010</b>	Apr 5, 2010 - Sep 30, 2010	Dec 16, 2009 - Oct 15, 2010	Nov 25 2009	Mar 16, 2010 - Oct 15, 2010	Feb 25 2010	Nov 2, 2009 - Nov 6, 2009	Renee Mayo
<b>HALLOWEEN-OCTOBER 31, 2010</b>	Aug 9, 2010 - Oct 31, 2010	Apr 16, 2010 - Nov 15, 2010	Mar 25 2010	Aug 1, 2010 - Nov 15, 2010	July 10 2010	Jan 5, 2010 - Jan 21, 2010	Renee Mayo
<b>WINTER COCOA/CIDER 2010</b>	Oct 4, 2010 - Mar 31, 2011	Jun 16, 2010 - Apr 15, 2011	May 25 2010	Sep 16, 2010 - Apr 15, 2011	Aug 25 2010	Mar 16, 2010 - Mar 26, 2010	Renee Mayo
<b><u>CHRISTMAS 2010</u></b>							
<b>INTERNATIONAL</b>	Sep 6, 2010 - Dec 25, 2010	Mar 16, 2010 - Jan 15, 2011	Feb 25 2010	Aug 16, 2010 - Jan 15, 2011	Jul 25 2010	Jan 5, 2010 - Jan 22, 2010	Charles Dowlen
<b>CHILL/FREEZE/PREPACKED MEAT</b>	Oct 4, 2010 - Dec 31, 2010	Jun 1, 2010 - Jan 15, 2011	May 10 2010	Sept 16, 2010 - Jan 15, 2011	Aug 25 2010	Feb 2, 2010 - Feb 11, 2010	Renee Mayo
<b>SUPERBOWL 2011</b>	Oct 4, 2010 - Feb 6, 2011	Jun 1, 2010 - Feb 28, 2011	May 10 2010	Sep 16 2010 - Feb 28, 2011	Aug 25 2010	Feb 2, 2010 - Feb 11, 2010	Renee Mayo
<b>HOLIDAY HAMS</b>	Oct 4, 2010 - Jan 15, 2011	Sep 16, 2010 - Jan 15, 2011	Aug 25 2010	Sep 16, 2010 - Jan 15, 2011	Aug 25 2010	Feb 2, 2010 - Feb 11, 2010	LaRue Smith
<b>COOKIES/CRACKERS/FRUITCAKE</b>	Oct 4, 2010 - Dec 31, 2010	Jun 1,2010 - Jan 15, 2011	May 10 2010	Sep 16, 2010 - Jan 15, 2011	Aug 25 2010	Feb 2, 2010 - Feb 11, 2010	Charles Dowlen
<b>GIFT PACKS/HBC GIFT PACKS</b>	Oct 4, 2010 - Dec 31, 2010	Jun 1, 2010 - Jan 15, 2011	May 10 2010	Sep 16, 2010 - Jan 15, 2011	Aug 25 2010	Feb 2, 2010 - Feb 11, 2010	Renee Mayo
<b>NONFOOD</b>	Oct 4, 2010 - Dec 31, 2010	Jun 1, 2010 - Jan 15, 2011	May 10 2010	Sep 16, 2010 - Jan 15, 2011	Aug 25 2010	Feb 9, 2010 - Feb 18, 2010	Charles Dowlen
<b>BAKING/MISC</b>	Oct 4, 2010 - Dec 31, 2010	Jun 1, 2010 - Jan 15, 2011	May 10 2010	Sep 16, 2010 - Jan 15, 2011	Aug 25 2010	Mar 16, 2010 - Apr 1, 2010	Charles Dowlen
<b>CANDY</b>	Nov 1, 2010 - Dec 25, 2010	Jun 1, 2010 - Jan 15, 2011	May 10 2010	Oct 16, 2010 - Jan 15, 2011	Sep 25 2010	Mar 2, 2010 - Mar 25, 2010	Renee Mayo
<b><u>NEW YEAR 2011</u></b>							
<b>VALENTINES DAY - FEB 14, 2011</b>	Jan 3, 2011 - Feb 14, 2011	Aug 16, 2010 - Feb 28 2011	July 25 2010	Dec 16, 2010 - Feb 28, 2011	Nov 25 2010	Jun 15, 2010 - Jun 25, 2010	Renee Mayo
<b>EASTER - APRIL 24, 2011</b>	Feb 15, 2011 - Apr 24, 2011	Oct 1, 2010 - May 15 2011	Sept 10 2010	Feb 1, 2011 - May 15, 2011	Jan 10 2011	Aug 3, 2010 - Aug 12, 2010	Renee Mayo
<b>EASTER HAMS</b>	Mar 1, 2011 - Apr 24, 2011	Jan 16, 2011 - Apr 30 2011	Dec 25 2010	Feb 16, 2011 - Apr 30, 2011	Jan 25 2011	Dec 7, 2010 - Dec 17, 2010	LaRue Smith
<b>PASSOVER 2011</b>	Mar 16, 2011 - Apr 8, 2011			Feb 16, 2011 - Apri 16, 2011	Jan 25 2011	Dec 7, 2010 - Dec 17, 2010	Lou Kennedy
<b>MOTHERS DAY - MAY 8, 2011</b>	Apr 4, 2011 - May 8, 2011	Nov 16,2010 - May 31 2011	Oct 25 2010	Mar 16, 2011 - May 31, 2011	Feb 25 2011	Aug 24, 2010 - Sep 3, 2010	Renee Mayo
<b>FATHERS DAY - JUNE 19, 2011</b>	May 9, 2011 - Jun 19, 2011	Nov 16, 2011 - Jul 15 2011	Oct 25 2010	May 1, 2011 - July 15, 2011	Apr 10 2011	Aug 24, 2010 - Sep 3, 2010	Renee Mayo