



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PSSP

December 19, 2008

NOTICE TO THE TRADE – DeCA NOTICE 09-18

SUBJECT: 2009 Worldwide Case Lot Promotions

The purpose of this Notice to the Trade is to advise industry that the Marketing Business Unit will hold two worldwide case lot sales in 2009.

The “Case Lot Sale/Mothers Day/Memorial Day” sale will be held in May 2009 and the “Case Lot Sale/Great Tailgate Party of Savings” sale will be held in September 2009. Stores may select the best 2 or 3 day time frame that meets their needs in which to conduct their case lot sales. These dates will be coordinated with local industry representatives in advance of the sales.

Presentations for these case lot sales should be made to Lou Kennedy from December 15, 2008 to January 9, 2009 for May; and March 31 to April 11, 2009 for September. The case lot sale packages will be published in conjunction with the May/September promotional packages. The attached Case Lot Presentation Form (DeCA Form 40-15) must be utilized for all case lot promotional offers to ensure that pricing offers are clearly stated.

Industry should focus on high indexing, category leading items that provide commissary patrons with maximum savings over retail. One time buy case lot items that provide value to the commissary patron will also be considered for this promotion. Industry may elect to provide off invoice pricing on participating case lot items. This will require a minimum of 60 days for the May Case Lot Sale (April 16 – June 15, 2009) and 60 days for the September Case Lot Sale (August 16 – October 15, 2009).

In the May and September case lot sales, we will utilize DIBS to load the PLUs for those items selected for the annual case lot sale. The PLUs will be added as UPC codes with pricing which will flow into the store cash register systems. This procedure will reduce the workload at store level since store personnel will not have to load the items. This will also improve the accuracy of our scanning data as we will be able to ensure that all stores are utilizing the same PLUs. Automated scandowns for full case pricing will again be utilized for all price reductions in addition to off invoice lower prices. In an effort to reduce the workload at store level as well as the processing of VCMs, there will be no manual VCMs available at store level from local sales representatives.

Pricing oversight will be critical to protect the integrity of this initiative. 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 PLU items within 48 hours of notification. Pricing for PLU items will differ dramatically from current pricing in that we will now be dealing with case lot pricing. Additionally the 1 percent markup will also be applied at

the case level and not at the unit level. The final sale price will include the 1 percent and is listed in block 21 of the 40-15 form.

Once selected for inclusion in the case lot sale package, changes to pricing will not be authorized. Consideration must be given to regular 2-week promotional offers presented for the April to June and August to October timeframes to ensure that EDI prices are not affected during the VPR periods for the May and September case lot sales. Coupon support will also be considered in item selection; however, the primary focus for all offers will be off invoice or scandowns.

The MBU is committed to providing full marketing support for the 2009 worldwide case lot sale promotions. DeCA and our industry partners will continue to send the message to all commissary patrons that commissaries have great sales. With these semiannual events that have proven to be a great success, we can continue to show our customers that we have the best items at the best prices.

Points of contact on issues relating to the contents of this sales package are Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 48385 or DSN 687- 8000, extension 48385, Lou Kennedy, Assistant Promotions Manager, at 804-734-8000, extension 48232 or DSN 687-8000, extension 48232 and Angela Leal, Promotions Specialist, at 804-734-8000, extension, 48303 or DSN 687-8000, extension 48303.

Points of contact on issues relating to the distribution of this sales package are Kelly Schoot, Promotions Coordinator, at 804-734-8000, extension 48308 or DSN 687-8000, extension 48308, and Donita Higgins, Promotions Assistant, at 804-734-8000, extension 48310 or DSN 687-8000, extension 48310.



Randall Chandler
Director of Sales

Attachment:
As stated

2. BROKER/MANUFACTURER: _____

3A. CONTRACT#/VENDOR #: _____

3B. SCAN DOWN POC/PHONE NUMBER-MAIL: _____

3C. EDI POC/PHONE NUMBER-MAIL: _____

3D. SALES REPRESENTATIVE NAME/PHONE/CELL NUMBER-MAIL: _____

4. PROMO DATES: _____

5. VPR PRICING: _____

OFF INVOICE: YES () NO ()

SCAN DOWN: YES () NO ()

BOTH: YES () NO ()

REG EDI PRICE = The Price you EDI without any Off-Invoice Allowance for the 30 or 45 day pricing period.
 VPR EDI PRICE = The Price you EDI which will include Off Invoice Allowance for the 30 /45 Pricing Period. (May be the same as the Reg EDI price.)
 REG EDI CASE PRICE = Reg Unit Price Multiplied by your Case Pack.
 VPR EDI CASE PRICE = VPR Price Multiplied by your Case Pack.
 SCAN DOWN OFFER - Extra Savings you Offer the Patrons during the Sale Days on top of the EDI Off Invoice Price.
 COUPON OFFER = Coupons Available for the Case Lot Sale. These Must be Made Available for all Stores.
 FINAL PRICE = Off Invoice Price - Scan Down Offer = Final Price.

6. NEW ITEM: () YES () NO
 IF YES CURRENT DISTRIBUTION LOCATIONS IN CIVILIAN MARKETS:
 8 IN-STORE DEMOS: () YES () NO

7. COUPON SUPPORT: () YES () NO
 () NATIONAL FSI
 () IN-STORE ON SHELF
 () IN-STORE FLYER

10. WWW/REGION/STORE:
 Company: _____ Buyer: _____
 Presented for: () CONUS () ALASKA () HAWAII () FAR EAST () EUROPE

9. OTHER MARKETING FUNDS: () YES () NO

11. GUARANTEED SALE: () YES () NO

12. Minimum Ship: () YES () NO
 DISTRIBUTOR ALREADY SET UP FOR ITEMS () YES () NO
 IF NO, DISTRIBUTOR SET-UP DATE: _____

13. NON NUMBER BRAND NOMENCLATURE SIZE	14. CASE PACK UOM	15. ITEM UPC CASE UPC	16. ITEM OTN CASE OTN	17. REG EDI PRICE		18. REGULAR EDI CASE PRICE		19. SCAN DOWN OFFER	20. COUPON OFFER	21. FINAL PRICE		22. CIVILIAN Price		23. CASE CUBE WT	24. LAYER TIER	25. ITEM DIMEN HEIGHT WIDTH DEPTH	26. CASE DIMEN HEIGHT WIDTH DEPTH	27. RSL CODE DEPT. COMM CODE	28. CBS P.L.U. NUMBER	29. P.U.U.P.C. NUMBER	
				OFF INVOICE	UPRIED PRICE	UPRIED PRICE	VPR PRICE - 1%			% SAVINGS	PRICE	% SAVE	E-PRO W/REG								% SAVE
OFF INVOICE ONLY	6				\$5.00	\$30.00	\$27.00	\$0.00	\$0.00	\$27.27	9.1%										
SCAN DOWN ONLY	6				\$5.00	\$0.00	\$0.00	\$0.00	\$0.00	\$19.19	36.0%										
OFF INVOICE AND SCAN DOWN INCLUDED	6				\$5.00	\$30.00	\$27.00	\$0.00	\$0.00	\$16.16	46.1%										
COUPON INCLUDED (NOT FACTORED INTO FINAL PRICE)	6				\$5.00	\$0.00	\$0.00	\$0.00	\$1.00	\$21.21	32.6%										
30. Vendor Remarks/Performance Requirements:																					

If item has a required CRV bottle deposit, please note the specific state requirements in this block.

This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their annotated commitments. A minimum of 60 days notice is required to deviate from this commitment. The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days. The delete process will be followed in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location. Once movement is established, the distributor will not be expected to order in minimum ship quantities that are excessive relative to sales movement.

31. BUYER APPROVAL/SIGNATURE: _____

32. SALES REP SIGNATURE - PRINT NAME - PHONE #: _____

DATE: _____