



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PSS

JAN 14 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-20

SUBJECT: Promoting Super Bowl Sunday

The purpose of this Notice to the Trade is to request industry assistance in promoting Super Bowl Sunday throughout DeCA commissaries. Super Bowl Sunday has become one of the biggest eating days of the year. Industry surveys say Super Bowl Sunday generally falls closely behind Christmas, Thanksgiving, Easter and Independence Day in terms of supermarket sales. Experts also indicate consumers spend more than \$5B on Super Bowl related items, with a good amount dedicated towards food and beverage.

Last year DeCA's total sales for Super Bowl Sunday exceeded \$28.5M, raking it as the best one day sale for DeCA in the 21st century. With Sunday, February 1st fast approaching, we encourage your representatives to work close with DeCA in promoting this day to take full advantage of this sale opportunity. Working together as a team, I know we can exceed our daily Super Bowl sales from last year.

If you have any questions, my points of contacts are Mr. Greg Kochuba, at (804) 734-8000, ext 49828 and Mr. Alan Huoni, at (804) 734-8000, ext 48233.

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

Randall L. Chandler
Director of Sales