



## DEFENSE COMMISSARY AGENCY

HEADQUARTERS  
1300 E AVENUE  
FORT LEE, VIRGINIA 23801-1800

REPLY TO  
ATTENTION OF

MAR 31 2009

PSM

NOTICE TO THE TRADE – DeCA NOTICE 09-41

SUBJECT: Professional Product Demonstration Guidelines

It has often been said that a picture is worth a thousand words. And when that picture is “drawn” by real life actors on the stage of a retail supermarket, it has the added potential of reinforcing the image of quality, value, and professional service that all stores try to create among their customers. The Defense Commissary Agency, as the grocer to the military, has made tremendous strides over the past several years in building its customer satisfaction level to one of the best in breed within the entire supermarket industry. But, we must not rest on our laurels! The purpose of this Notice to the Trade is to solicit your support to ensure that product demonstrations are conducted in accordance with DeCAD policy 40-5.

a. The following guidelines will be followed for all product demonstrations which are scheduled at DeCA commissaries:

- (1) All individuals conducting food demonstrations will be neat and clean and professionally dressed.
- (2) They will wear hair restraints such as hats, hair coverings/hair nets, beard nets and/or clothing that cover body hair.
- (3) The product demonstration stands/tables will be covered with clean linens and only clean utensils will be used during the demonstration.
- (4) Food demonstration personnel are not to contact exposed, ready-to-eat food with their bare hands. Therefore, it is important to use suitable utensils, such as spatulas, tongs, knives, forks, deli tissue and/or single-use gloves.
- (5) The food-contact surfaces on all equipment will be cleaned throughout the day, at least every 4 hours, with an appropriate cleaning solution. Dishes, knives, forks, spoons and etc., will be cleaned and sanitized before using and then washed, rinsed, and sanitized after each use.

b. Other important tips to follow for a successful demonstration:

- (1) Demonstration schedule should be approved by the store director or his/her designee in advance of the demo.
- (2) Ensure the demonstration is located in a safe area and equipment is arranged in a safe manner which poses no hazards to patrons, employees, contractors and facilities.

(3) Equipment is to be in good operating condition and electrical devices comply with nationally recognized test laboratory (NRTL) such as UL or FM specifications.

(4) If extension cords are used, ensure they are adequately rated to carry the electrical load of cooking appliances to be used. (The ampere rating of the cord should match or exceed the ampere rating of the appliance.) Ensure cord(s) do not create a tripping hazard.

(5) Ensure the electrical connections provide an adequate ground for the equipment, i.e., electrical cord ground pins are not broken or missing.

(6) Avoid locating demonstrations in the middle of shopping aisles where patron traffic is heavy.

(7) Ensure tables or stands for placement of equipment are stable and can properly support the weight. All equipment is kept away from the table's edge.

(8) Ensure knives and other utensils are placed in a safe location when they are not being used. If the demonstration person should leave the product demonstration area, all knives or other sharp items must be secured to preclude a patron or child from being injured. Hot food and hot equipment cannot be left unattended.

(9) Ensure an adequate trash receptacle is available for patrons to discard trash resulting from the product demonstration.

(10) Ensure sufficient product is ordered for the product demonstration.

(11) The product demonstration person should check in with the appropriate commissary staff before setting up their demonstration.

(12) Empty cases should be saved and made available for commissary staff to review when determining proper credit for the store at the end of the day.

(13) The product demonstration area should be cleaned and all trash properly disposed before departing the commissary.

(14) Product demonstration personnel may not take left over items out of the commissary.

(15) Product demonstration personnel may use commissary resale items such as cups, plates and napkins to conduct their demonstration. Such items must be included on the VCM so the commissary account receives proper credit.

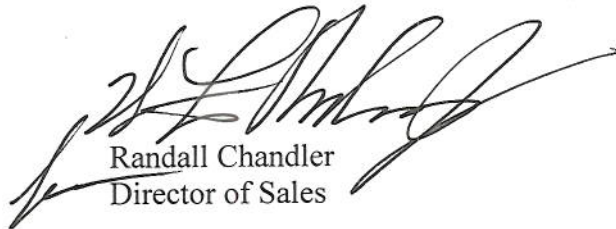
(16) Store director or his/her appointed representative has the authority to terminate a product demonstration at any time if the guidelines in this NTT or DeCAD 40-5 are not being met.

(17) Official guidelines for conducting a product demonstration are located in DeCAD 40-5 in paragraphs 9-8 and 16-9.

(18) Official guidelines for processing and payment of a product demonstration are located in DeCAD 70-6 in paragraph 11-8.

In summary, please ensure product demonstrations are conducted within the guidelines specified above. Please reinforce DeCA's outstanding image of quality, value and professional service.

Point of contact for product demonstration questions or concerns is Charlie Dowlen, at (804) 734-8000, extension 4-8385.



Randall Chandler  
Director of Sales