



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PSSP

May 27, 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-52

SUBJECT: Winter, Spring, Summer and Fall Club Pack Programs for 2010

The purpose of this Notice to the Trade is to advise industry that DeCA will promote the Winter Club Pack from January 1 through March 31, 2010; Spring Club Pack from April 1 through June 30, 2010; Summer Club Pack from July 1 through September 30, 2010; and Fall Club Pack from October 1 through December 31, 2010.

The VPR pricing periods will be from December 16, 2009, to March 31, 2010, for Winter Club Pack; March 16 to June 30, 2010, for Spring Club Pack; June 16 to September 30, 2010, for Summer Club Pack; and September 16, 2010, through December 31, 2010, for Fall Club Pack.

Presentation dates for Winter Club Pack will be July 6-17, 2009; for Spring Club Pack October 13-23, 2009; for Summer Club Pack January 4-15, 2010; and for the Fall Club Pack April 12-23, 2010. All presentations should be made to Mr. Louis Kennedy; these presentations should include movement data and item rankings for the entire category and provide commissary patrons with maximum savings. The promotional matrix should be utilized as a guide when making presentations.

Industry must clearly identify if the club pack items may be ordered as open stock or pallets. Additionally, please ensure that the items accepted for the program are set up with the distributors as published. This will prevent delays in getting product to the distributors in time for stores to order and receive the items for their highly advertised club pack sales.

The Winter Club Pack will be published in August 2009; the Spring Club Pack will be published in November 2009; the Summer Club Pack will be published in February 2010; and the Fall Club Pack program will be published in May 2010. Commissaries will be queried on a monthly basis concurrent with the regular promotional packages to obtain pre-committed quantities. These pre-committed quantities will be consolidated and provided to industry.

My points of contact are Mr. Charles Dowlen, Promotions Manager, (804) 734-8000, extension 48385, and Mr. Louis Kennedy, Assistant Promotions Manager, (804) 734-8000, extension 48232.


Randall Chandler
Director of Sales