

PSSP

August 5, 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-90

SUBJECT: Promotional Calendar – 2010

The purpose of this Notice to the Trade is to provide industry with the promotional calendar for 2010 which is provided as an attachment. Please note there are six 3-week promotional display periods arranged around the Super Bowl, Memorial Day, the end of July and the Thanksgiving and Christmas holidays.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly stocked items. We respectfully request that our industry partners focus additional efforts on promotional pricing to meet these time requirements. It is critical that industry adheres to this pricing schedule in order to minimize pricing restages. It ensures that items are priced correctly during their promotional timeframes and also reduces item deletes which negatively impact DeCA, industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have continued to specify early and separate time requirements for “O” coded items (columns h and i). This enables us to more quickly allocate items to our OCONUS commissaries. VPR dates for the promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods required by the display dates (column f). 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 “O” coded items within 48 hours of notification for the next pricing period.

My points of contact are Mr. Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 48385 and Ms. Angela Leal, Promotions Specialist, at 804-734-8000, extension 48303.

/signed/
Randall Chandler
Director of Sales

Attachment:
As stated