

PSM

July 17, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-120

SUBJECT: Promotional Calendar – 2007

The purpose of this Notice to the Trade is to provide industry with the promotional calendar for 2007.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly carried items. We respectfully request that our industry partners focus additional efforts on promotional pricing to meet these time requirements. We advanced the deadline for submitting pricing for “K” items by one roll-up period to minimize pricing restages. It is critical that industry adheres to this pricing schedule. This not only ensures that items are priced correctly during their promotional timeframe but also reduces item deletes which only negatively impact DeCA, Industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have continued to specify 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 the 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 Ms. Mary Michael, Promotions Manager, at (804) 734-8228 and Mr. Tom Muehlbauer, Assistant Promotions Manager, at (804) 734-8232.

//s//

Scott E. Simpson
Chief Operating Officer

Attachment:
As stated