

PSM

November 14, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-13

SUBJECT: 2006 Case Lot Promotions

The purpose of this Notice to the Trade is to advise industry that the MBU will again hold two case lot sales in 2006. The “Buy Big and Save” sale will be held in May and the “Great Tailgate Party of Savings” sale will be held in September. Stores may select the 2-day time frame that best meets their needs in which to conduct their case lot sales. These dates will be coordinated with local industry representatives in advance of the sales.

Presentations for these case lot sales should be made to Tom Muehlbauer from November 28 to December 9, 2005 for May; and April 3 to 14, 2006 for September. The attached case lot item presentation form must be utilized to ensure that pricing offers are clearly stated. Industry should focus on high indexing category leading items that provide our patrons with maximum savings over retail. One time buy items that provide value to our patrons will also be considered. The case lot sale promotions will be published concurrently with their respective promotional packages; i.e. May case lot sale promotion with May promotional package.

Industry may elect to provide off invoice pricing on participating case lot items. The VPR dates for off invoice pricing will be April 16 – May 31 for the May sale and August 16 – September 30 for the September sale. Industry may also utilize VCMs to reduce the price of the product during this case lot sale and to facilitate sell through of residual stock. Once selected for inclusion for the promotional package, changes to VCMs will not be authorized. Consideration must be given to promotional offers presented for concurrent monthly promotional packages to ensure that the case lot sale EDI pricing is not affected. Coupons will also be considered in item selection; however, the primary focus for all offers will be off invoice or VCM pricing.

The MBU is committed to providing full marketing support for the 2006 case lot promotions. With these annual case lot sales events, we can continue to bring in new customers and maintain current customers by providing a variety of high indexing items at great prices.

Points of contact for this action are Mary Michael, Promotions Manager, (804) 734-8228 and Tom Muehlbauer, Assistant Promotions Manager, (804) 734-8232.

//s//

Scott E. Simpson  
Chief Operating Officer

Attachments:  
As Stated