

June 28, 2010

PSMP

NOTICE TO THE TRADE-10-109

SUBJECT: Winter, Spring, Summer and Fall Club Pack Programs for 2011

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, 2011, Spring Club Pack from April 1 through June 30, 2011, Summer Club Pack from July 1 through September 30, 2011 and Fall Club Pack from October 1 through December 31, 2011.

The VPR pricing periods will be from December 16, 2010 to March 31, 2011 for the Winter Club Pack; March 16 to June 30, 2011 for Spring Club Pack; June 16 to September 30, 2011 for the Summer Club Pack; and September 16, 2011 through December 31, 2011 for the Fall Club Pack.

Presentation dates for the Winter Club Pack will be July 6-15, 2010; for Spring Club Pack October 5-14, 2010; for Summer Club Pack January 4-20, 2011; and for the Fall Club Pack April 5-14, 2011. All presentations should be made to Ms Renee Mayo. 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 all 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 the stores to order and receive the items for their highly advertised club pack sales.

The Winter Club Pack will be published in August 2010; the Spring Club Pack will be published in November 2010; the Summer Club Pack will be published in February 2011 and the Fall Club Pack program will be published in May 2011. Commissaries will be queried on a regular 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 4-8385, and Ms. Renee Mayo, Assistant Promotions Manager, 804-734-8000, extension 4-8441.

/s/

Christopher T. Burns
Director of Sales