

PSMP

November 10, 2009

NOTICE TO THE TRADE – DeCA NOTICE 10-11

SUBJECT: DeCA Keesler AFB New Store Grand Opening

The purpose of this Notice to the Trade is to provide information regarding the grand opening of the new commissary at Keesler AFB commissary located near Gulfport, Mississippi. The grand opening is scheduled for Tuesday, April 6, 2010, and Industry support will be critical to the success of this project.

This new commissary will be a large, state of the art facility with a class 4 or K-4 size designation. All sections of the store to include dry grocery, frozen food, chill, dairy and prepackaged meat will be set to a K-4 set. The current store is operating as a K-2 store so there will be much more space and many additional items added for the new store.

Points of contact: Ms. Arnielle Fernandez, Keesler Zone Manager; Mr. Gordon Harris, Store Director; Ms. Jeanne Croenne, Store Secretary, and Ms. Deborah Brazile, Store ASC MSC. DeCA East points of contact are Ms. Joyce Chandler, Acting Director of Operations and Ms. Elizabeth Lyons, Commissary Management Specialist.

Reset Dates: The set is scheduled to begin with frozen food, chill dairy and chill lunchmeat on Monday, January 25th at 7:30 a.m. The dry grocery, produce, and meat sets are scheduled to begin on Tuesday, January 26th starting at 7:30 a.m. and continuing through Thursday, January 28th. In order to complete this aggressive schedule, vendor support will be extremely important during these periods.

Vendor Supplied Fixtures: All equipment necessary for the new store set including vendor supplied racks such as Millstone racks, Skillcraft racks, McCormick racks, peg bars, etc., should be ordered and at the store prior to December 1, 2009. These racks and all peg bar sections can be installed beginning on Monday, January 25, 2010, at 8:00 am.

Vendor Stocking: Manufacturers/brokers are encouraged to start hiring vendor stockers for the set, grand opening and continuing operations. Their work will be crucial as we prepare for the grand opening.

Distributor Support: As required by DeCA's Resale Ordering Agreements, it is the responsibility of the manufacturer or their representatives to ensure the delivery of their products to this facility.

DSD Support: DSD Resale Ordering Agreement (ROA) and Blanket Purchase Agreement (BPA) contracts: To help local suppliers of DSD and regional/local type products; local item pricing issues, contract establishment, item and promotional approval should be addressed to

Mr. Gordon Harris or Ms. Deborah Brazile. The scheduling of in-store product demonstrations and sampling programs will also be handled at store level by Mr. Gordon Harris.

Display Layout: The store layout will include 22 end displays of which 5 will be designated for DSD items. There will be an 88 foot “Wall of Value” section of which 16 to 20 feet will be dedicated for display of DSD and/or regional/local items. A pallet drop area of 88 feet in length will be used to display club packs and other promotional items. Between 16 to 20 feet of the pallet drop area will be devoted to DSD or other local type products. Other in-aisle or lobby display areas will also be considered for DSD or local type promotional activity.

Promotional displays: National brand promotional decisions for the grand opening (approximately 80 percent of the display space) will be determined by the DeCA Marketing Business Unit buyers, category managers and promotions manager in coordination with the DeCA East Region points of contact. The national promotional period will be promotion #7 with promotional pricing beginning on April 1st. Most products selected for promotion for the grand opening will come from this display package. Deep discounts beyond the promotional pricing already in place will be expected and highly encouraged. These discounts will be in effect for the full 2 weeks and will be covered by local VCMs. These VCMs will reflect reductions from February 2010 EDI pricing relevant to promotion #7 dry grocery items since these grand opening displays will be constructed early on February 23-25.

The central theme for the grand opening will be “New Beginnings”, a rebuilding from the aftermath of the hurricane Katrina. Of course, it will also be spring time which will correspond with the MBU worldwide theme of “Blooming Savings”. These two themes should be used in point of sale material such as banners, posters, signs, base wrap and etc.

There will be a VIP event the evening before the grand opening. Suggestions have included ice sculptures and a jazz band. Sales representatives are highly encouraged to utilize their creativity and “think outside the box”. Point of contact for the VIP event is Mr. Wendell Smith, Commissary Management Specialist, DeCA East.

Please help us make this a grand event everyone will remember! Cartoon characters, games, large and small giveaways, product demonstrations and coupons are all highly encouraged. Sales representatives wishing to participate in this grand event should begin making plans and contact the MBU buyers for their respective categories with their promotional proposals. Direct Store Delivery and local/regional brand promotions should be presented to Mr. Gordon Harris, and/or his designated representative.

Points of contact for this Notice to the Trade are:

DeCA HQ-PS

<u>Name</u>	<u>Title</u>	<u>Phone Number</u>
Ms. Michelle Frost	Chief, Semi-Perishable Division	804-734-8000, extension 48696
Mr. Charles Dowlen	Promotions Chief	804-734-8000, extension 48385

DeCA East

<u>Name</u>	<u>Title</u>	<u>Phone Number</u>
Ms. Joyce Chandler	Acting Director of Operations	804-734-8000, extension 48238
Ms. Elizabeth Lyons	Commissary Management Specialist	804-734-8000, extension 48087
Mr. Wendell Smith	Commissary Management Specialist	804-734-8000, extension 48130
Mr. Gordon Harris	Keesler AFB Store Director	228-377-4977/2830/4966

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Randall Chandler
Director of Sales