

July 7, 2010

PSP

NOTICE TO THE TRADE – DeCA NOTICE 10-110

SUBJECT: Meal Solution Promotions

The purpose of this Notice to the Trade is to request input from industry partners regarding promotional suggestions targeted towards developing full meal solutions with fresh meat as the center of the plate. This concept could involve multiple side dish items including but not limited to, desserts, sauces, seasonings, drinks, etc. Along with coupons, recipes, and cooking demonstrations, the promotion would feature an individual meal cost comparison between the commissary price and average retail price. This promotion provides an excellent platform to draw patrons back to the center of the store as they shop for those grocery items being promoted in conjunction with the advertised Meal Solution. Individual and/or multiple products used to promote fresh meat items must be from the same manufacturer and represented by a single coupon.

Our intent is for companies to use existing promotional items to create a meal solution package using protein as the main attraction. Beef, pork, and chicken are among the highest ranked patron savings sub-categories. Producing a complete meal solution package will enable us to define our price and value to our customer. The enclosed coupon/flyer can also be used as an insert in military media advertising to expand awareness of the benefit.

For those interested, please make appointments with Les Simpson by contacting Gloria Hill at (804) 734-8000, extension 4-8278 or email gloria.hill@deca.mil.

/s/

Christopher T. Burns
Director of Sales

Attachments:
Meal Solution Coupon



Shop Your Commissary
It's Worth The Trip!

Save \$6.00 on a meal at your commissary

Steak Dinner for a Family of 4
Retail Price: \$16.95 vs. Commissary Price: \$12.95
YOU SAVE \$4.00!



FIND MORE SAVINGS IN THE MEAT SECTION
Save \$2.00 more with the coupon below!

SAVE \$2.00

on any
FRESH MEAT ITEM



when you buy ALL FOUR of the products below:



KRAFT Macaroni & Cheese Dinner, 7.25 oz.



Baked Beans



Potatoes



Lettuce

MILITARY STORE COUPON

EXPIRES 0/0/0000

MILITARY STORE MANAGER: Kraft Foods Global, Inc. or a subsidiary, will reimburse the face value of this coupon plus handling if submitted in compliance with its Coupon Redemption Policy, previously provided to you and available upon request. Cash value 1/100¢. Coupon can only be distributed by Kraft Foods Global, Inc. or its agent. **Mail to: Kraft Foods Global, Inc., P.O. Box 880055, El Paso, TX. 88588-0055. Offer expires: 0/00/0000.**
CONSUMER: One coupon valid for item(s) indicated. Any other use constitutes fraud. **VOID IF COPIED, TRANSFERRED, PURCHASED OR SOLD.** Valid only in the USA, FPOs and APOs. © 2010 Kraft Foods



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