

July 19, 2010

PSMP

NOTICE TO THE TRADE – DeCA NOTICE 10-118

SUBJECT: Promotional Calendar – 2011

The purpose of this Notice to the Trade is to provide industry with the promotional calendar for 2011 which is provided as an attachment. Please note there are six special 3-week promotional display periods arranged around the Super Bowl, Easter Celebration, Memorial Day, Independence Day, “Back to School”, and the Christmas holidays.

New for this calendar is an extra page of themes categorized by month that provide additional marketing opportunities for our industry partners. They are national and military holidays, significant events, and themes that should be supported as much as possible. There is also a separate page of ongoing campaigns and events that will reoccur throughout the year.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly stocked items. We respectfully request that our industry partners focus additional efforts on promotional pricing to meet these time requirements. It is critical that industry adheres to this pricing schedule in order to minimize pricing restages. It ensures that items are priced correctly during their promotional timeframes and also reduces item deletes which negatively impact DeCA, industry, and ultimately our commissary patrons.

To meet the OCONUS order ship time requirements, we have continued to specify early and 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 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 Mr. Charlie 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

Attachments:  
As stated

