



**DEFENSE COMMISSARY AGENCY**  
**HEADQUARTERS**  
**1300 E AVENUE**  
**FT LEE, VA 23801-1800**

REPLY TO  
ATTENTION OF

PSMP

September 24, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-154

SUBJECT: DeCA New Orleans 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 New Orleans commissary located near Belle Chase, Louisiana. The grand opening is scheduled for Tuesday, February 8, 2011, and Industry support will be critical to the success of this project.

This new commissary will be a state of the art facility with the following class for each section: dry grocery-K2, frozen-K2, dairy-K3, and lunch meat-K3. The current store is operating as a K-1A store so there will be much more space and many additional items added for the new store.

Points of contact: Ms. Arnielle Fernandez, Zone Manager, Ms. Charlita Covington, Store Director; Ms. Queta Guidry, Store Secretary, and Ms. Bonnie Miller, Store ASC MSC. DeCA East points of contact are Ms. Mary DeSantis, Director of Operations and Ms. Kelly Fletcher, Commissary Management Specialist.

Reset Dates: The set is scheduled to begin with frozen food, chill dairy and chill lunchmeat on Monday, December 6, at 8 a.m. The dry grocery, produce, and meat sets are scheduled to begin on Tuesday, December 7 starting at 8 a.m. and continuing through Thursday, December 9. In order to complete this aggressive schedule, vendor support will 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 between November 1-5. These racks and all peg bar sections can be installed beginning on Monday, December 6, at 8 a.m.

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 Ms. Charlita Covington or Ms. Bonnie Miller. The scheduling of in-store product demonstrations and sampling programs will also be handled at the store level by Ms. Charlita Covington.

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 #3 with promotional pricing beginning on February 1, 2011. Most products selected for promotion for the grand opening will come from this display package. Deep discounts beyond the promotional pricing are 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 #3 dry grocery items since these grand opening displays will be constructed early on February 3-5, 2011.

The central theme for the grand opening is forth coming and will reflect the rebuilding from the BRAC closures and reorganization. Of course, it will also correspond with the MBU worldwide theme of "Heartfelt Savings". This theme 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 Ms. Charlita Covington, and/or her 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, ext 4-8696
Mr. Brad McMinn	Chief, Perishable Division	804-734-8000, ext 4-8390
Mr. Charles Dowlen	Chief, Promotions Branch	804-734-8000, ext 4-8385

DeCA East

<u>Name</u>	<u>Title</u>	<u>Phone Number</u>
Ms. Mary DeSantis	Director of Operations	804-734-8000, ext 4-8975
Ms. Kelly Fletcher	Commissary Management Specialist	804-734-8000, ext 4-8110
Ms. Elizabeth Lyons	Commissary Management Specialist	804-734-8000, ext 4-8087
Mr. Wendell Smith	Commissary Management Specialist	804-734-8000, ext 4-8130
Ms. Charlita Covington	New Orleans Store Director	504-470-5259

//signed//  
Christopher T. Burns  
Director of Sales