

PSP

May 25, 2010

NOTICE TO THE TRADE - DeCA NOTICE 10-95

SUBJECT: Frozen Food and Chill Items Truck Load Sales

This Notice to the Trade (NTT) is to encourage manufacturers to use existing procedures to express their desire to participate in chill or frozen Truckload Sales during the month of September or October. Interested trading partners should contact the stores to express their interest in selling products in the Truckload Sales. The decision to participate or not participate in Truck Load Sales rest with the store directors.

Point of contact for this NTT is Brad McMinn, Chief, Perishable Division, 804-734-8000, extension 4-8390.

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Christopher T. Burns
Director of Sales