

PSS

May 31, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-102

SUBJECT: Promotional Calendar – 2008

The purpose of this Notice to the Trade is to provide industry with the promotional calendar for 2008 which is provided as an attachment. Also, we have added a week to the end of promotional period 24 for 2007 so the last day is January 2nd rather than December 26<sup>th</sup>. This change is also provided as an attachment and was requested by store directors and industry alike to properly end the promotional period.

In addition to display dates, the attached calendar provides pricing requirements for both “O” items as well as regularly carried 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 the 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, at (804) 734-8385 and Mr. Tom Muehlbauer, Assistant Promotions Manager, at (804) 734-8232.

//signed//

Thomas E. Milks  
Director of Sales

Attachments:  
As stated