

PSM

July 13, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-108

SUBJECT: Worldwide - Broadline Vitamin & Nutritional Supplements Program

The Defense Commissary Agency's (DeCA) Marketing Business Unit (MBU) will be accepting presentations on July 30 and July 31 for the Worldwide - Broadline Vitamin & Nutritional Supplements Program. Details of the program are attached. The program will be for a base period of 1 year, with three additional 1-year option periods. DeCA shall retain the exclusive right to exercise the renewal period(s) based on the supplier's performance and adherence to the criteria specified in the finalized agreement. The anticipated start date of this centrally-managed program will be September 1, 2007.

All presentations will be videotaped and not exceed 1 hour. Each vendor will be given 15 minutes before and after each presentation to prepare and clear the room. To schedule an appointment, contact Ms. Evelyn Trisvan at (804) 734-8614. All appointments must be made no later than July 25.

Note: Industry is hereby informed that the government is not liable for any expenses incurred in the preparation of presentations. In addition, this is not a contractual solicitation; it is a merchandising agreement that is not governed by Federal Acquisition Regulations. Industry will be permitted to "reclama" in accordance with established guidelines within this NTT.

Mandatory requirements are provided in attachment 1. If you cannot meet the mandatory requirements stated in attachment 1, you **should not** schedule an appointment for a presentation.

Offerors are expected to address each item identified in attachment 1 as a part of their presentation. It is recommended that the written proposal that accompanies your presentation follow the same sequence as shown in attachment 1 to ensure that no mandatory items are missed.

Selection Process: DeCA may be selecting a primary supplier or a primary and secondary supplier. In the event of a primary/secondary selection, the primary supplier will be provided with the majority percentage of the allocated shelving space for this program. The specific criteria that will be considered by DeCA in selecting one or more suppliers under this program will be as shown in attachment 1.

Notification Letters and Notice to the Trade: Within 14 business days after all presentations, all participating parties will be sent a letter announcing the selection of the supplier for each geographical area. A debriefing sheet will be forwarded with this letter. A NTT will also be completed and placed on the American Logistics Association bulletin board. The final notification letters and the NTT will be forwarded to all participants simultaneously.

Reclama Process: All reclamation must be in writing and must be received within 14 calendar days of the date of the notification letters to suppliers. All reclamation must be sent to Defense Commissary Agency, ATTN: MBU (Mr. Randy Chandler), 1300 E Avenue, Fort Lee, Virginia 23801-1800.

Reclama Response: The Marketing Business Unit will provide a written response within 14 calendar days of receipt of reclamation.

File Maintenance:

a. All companies that are not selected under this program as a Broadline Vitamin & Nutritional Supplements supplier and have items that are currently within DeCA's system will be "P" coded for phase out 30 days prior to commencement of the program. After 30 days, items will be deleted.

b. The merchandising program's anticipated start date is September 1, 2007, and continues through August 31, 2008. The program will have a duration of approximately 1 year with two 1-year renewal options. The decision to renew options will be a unilateral right of the government and will be based upon supplier performance, continued competitive pricing, and adherence to the criteria specified in this NTT.

My point of contact is Mr. Bill Wood, Category Manager, at 804-734-8222 or william.wood@deca.mil.

/s/

Richard S. Page
Chief Operating Officer

Attachments:
As stated