

Mandatory Requirements Subject to Evaluation Ranking

The mandatory requirements should be addressed in the written proposal in the order in which they appear below.

1. This program is being accomplished under the authority of Title 10 U.S.C. 2484(f), Special Rule for Brand Name Commercial Items, which allows DeCA to acquire certain brand name products that meet the specific requirements of this statute. In order to be considered by DeCA under this program, offerors must propose products that meet the following criteria:

- Commercial items that are regularly sold outside of commissary stores under the same brand name as the name by which the commercial item will be sold in, at, or by commissary stores
- Sales of the same item are on a regional or national basis by commercial grocery or other retail operations consisting of multiple stores

2. Each supplier must have or obtain a Resale Ordering Agreement (ROA) prior to the implementation of this program. The ROA shall be used as the contractual instrument for ordering, receiving, and payment. This agreement must be established in sufficient time to allow the stores to initiate orders under this program by the designated start date. The supplier must have the ability to transmit electronic price quotes to DeCA using the EDI 879 transaction set. Failure to meet this requirement shall be cause for removal of the supplier from further consideration under this program. If a ROA number already exists for grocery, then provide the instrument number as a part of the proposal submission. If the offeror does not presently have a ROA for grocery with DeCA at the time of proposal submission, then state so.

3. Under this proposed acquisition, Delivery Ticket Invoicing (DTI), Electronic Funds Transfer (EFT), Central Contractor Registration (CCR), and EDI Pricing are all required.

4. DeCA has 24 pricing periods. Prices shall be provided for 1st through 15th and 16th through end of month. All pricing will be based on the date of delivery.

5. Supplier will provide promotions based on 1st through 15th and 16th through end of month. There will be a minimum of monthly voluntary price reductions (VPR) on each core item during the 1-year duration of the program (plus any options that may be exercised).

6. Vendor stocking is required for 100 percent of all products provided under this program. The requirement for fulfilling this requirement will be solely the responsibility of the authorized supplier for their respective products. Vitamin/Supplement display cases MUST be fully stocked at least 1 hour before store opening. Contractor shall store products on DeCA provided shelving at each store location.

7. During the initial program implementation period, supplier will provide bi-weekly updates on program status for the 12-week, All Commodity Volume distribution. At the end of each

month, two monthly reports will be forwarded to the MBU, ATTN: Chief, Semi-Perishable Division.

a. First Report: Monthly business review to the MBU and to the specific region must include an update on the stores' participation in the program. This report shall include the following:

Item Number	Marketing Sales Area (Region/Zone)			Coupon Amount
	Regular Price	VPR Price	Total Dollars Sold	

b. Second Report: Monthly report will provide commercial retail prices versus DeCA core item prices for the same pricing period for locations.

8. Supplier will provide summarized sales data and current patron savings upon request by the category manager.
9. Supplier will provide professional retail POS material.
10. Supplier will provide company name(s), address(es), fax number(s), e-mail address(es), and phone number(s) of headquarters and region account managers who serve as points of contact for this program.
11. All products must have an expiration date affixed on the packaging.
12. All deliveries must have a minimum of 50 percent shelf life remaining on the product at time of delivery to the commissary.
13. Guaranteed sales. All suppliers for this program must have a 100 percent guaranteed buy-back program for all unsold products. DeCA encourages suppliers to utilize instant redeemable on pack coupons to facilitate the sale of this product, and to reduce the need for Vendor Credit Memorandums.
14. All suppliers will have a marketing program of their own in place to promote their products during commissary special events and grand openings.
15. Each provider will offer a product for every item listed on the core list of products.
16. Each supplier shall certify their compliance with all applicable federal, state, and local requirements (including licensing) for the production, storage, distribution, and sale of all products offered under this program. The failure of the supplier to meet and maintain such compliance requirements throughout the life of performance under this agreement shall be cause for immediate removal from the program.

Evaluation Criteria

Prior to applying the evaluation criteria set forth below, DeCA will first confirm whether all products proposed by the offeror meet the criteria for Brand Name Commercial Items cited earlier. It will be the responsibility of offerors, through the course of their written proposal, to present detailed, factual information that demonstrates the products being offered for consideration under this program meet the criteria of this stature. Specifically, the information should identify the proposed products, where the products are currently sold in commercial grocery or other retail operations, and any pertinent data regarding market share. Products not meeting the criteria may not be considered under this program.

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 follows:

1. Technical Capability

- a. Compliance with licensing requirements
 - (1) Proof of compliance/certifications
 - (2) Minimum shelf life
 - (3) FDA, U.S. Consumer Product Safety Commission, U.S. Pharmacopeia, EPA, Shuster Labs, etc.
 - (4) Uniformity of Dosage
- b. Facilities - Approved (FDA licensed)
- c. Distribution - Speed to market abilities
- d. Merchandising & Marketing
 - (1) Provide market trend data
 - (2) Demonstrates new item innovation and capabilities to duplicate latest consumer preferences and provide examples
 - (3) Provide examples of speed to market on new technology and trends
 - (4) Demonstrated success maintaining consumer relevance
- e. Hazard Analysis & Critical Control Point (HACCP) Plan
- f. Innovative Concepts
 - (1) Consumer education programs
 - (2) Customized programs for individual consumers
 - (3) Consumer outreach programs
- g. Past Performance - Customer references

2. **Price**

- a. All core items
- b. All otherwise proposed items
- c. VPRs / proposed specials