

PSS

NOTICE TO THE TRADE – DeCA NOTICE 07-140

August 29, 2007

SUBJECT: 2008 Spring Club Pack Program

The purpose of this Notice to the Trade is to advise Industry that DeCA will promote a spring club pack program from April 1 through June 30, 2008. The VPR pricing period will be from March 16 to July 15, 2008.

Presentations should be made to Mr. Louis Kennedy from September 17 to 28, 2007. Industry presentations should focus on high indexing category leading items, which provide commissary patrons with maximum savings. The promotional matrix should be utilized as a guide when making presentations.

Industry must clearly identify whether or not the club pack items may be ordered as open stock or pallets. In many cases, distributors/sales representatives continue to communicate to stores that open stock items are available only as pallets, which has negatively impacted the program and created bill paying concerns. Additionally, please ensure that the items accepted for the program are set up with the distributors as published. This will prevent delays in getting product to the distributors in time for stores to order and receive the items for their highly advertised club pack sales.

The spring club pack program will be published in October. Commissaries will be queried on a monthly basis concurrent with the promotional packages to obtain precommitted quantities. These precommitted quantities will also be provided to industry.

My points of contact are Mr. Charles Dowlen, Promotions Manager, at (804) 734-8385, and Mr. Louis Kennedy, Assistant Promotions Manager, at (804) 734-8232.

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Thomas E. Milks  
Director of Sales