

Evaluation Criteria

The following criteria are mandatory requirements in order to participate in this merchandising agreement. Each of these requirements should be addressed (in the exact same order and numbered) in writing in your written proposal.

NOTE: Failure to provide the requested information may automatically disqualify your company from further consideration under this program.

1. Offeror shall designate specific marketing area or areas their proposal covers. Additional consideration will be given to any offer that includes multiple marketing areas.
2. Offeror shall designate whether they wish to be evaluated as a primary or secondary supplier or both.
3. Offeror shall provide a listing of all of the products they propose to furnish under this program, to include the brand name and salient characteristics of each product.
4. Supplier must submit a written plan that demonstrates the facilities and distribution system to be used in support of the proposed program, has the capacity for the mission. The plan shall include a list of all “approved” production plants and a list of processing plants will supply specific store locations.
5. Offeror shall provide distribution and past sales history of product performance in commercial grocery chains and/or military commissaries. This should include any market share information that is available.
6. Offeror shall demonstrate they possess the experience and ability to provide merchandising assistance for their products.
7. Offeror shall provide evidence that they possess a current, valid Perishable Activities and Commodities Act (PACA) license.
8. Offeror shall provide initial pricing for all items offered for sale. This initial pricing shall remain in effect for a minimum 3-month introductory or start-up period. Suppliers offering consistent pricing for multiple marketing areas will be given additional consideration.
9. For CONUS stores, all Class 1 and Class 2 stores will receive deliveries two or more times a week. All Class 3 and larger stores and superstores will receive deliveries four or more times a week. Attachment 3 identifies each commissary by name, the Department of Defense Activity Accounting Code (DODAAC), and the Region Stockage List (RSL) store size or class size. Suppliers offering more than the minimum deliveries will be given additional consideration.
10. Suppliers will provide a maximum 48-hour “delivery lead time” from order day to arrival at store for all CONUS commissaries, excluding Sundays and/or non-operating days, unless specific exceptions are identified at time of presentation. These 48 hours may be expressed as

two working days to allow for weekends, holidays, closures, etc. Offerors which propose terms that are more favorable will be given additional consideration. If an alternative is proposed, the offer must be specific to locations and time periods.

11. Offeror shall provide a marketing plan for their products along with a promo calendar. The marketing plan shall contain detailed information on programs and plans to increase sales and patron satisfaction. This program shall define “how” the supplier will provide well-stocked salad section offering sampling, demos, and other actions to satisfy patron demand and maximize patron satisfaction and savings.

12. Refrigeration trucks will be used for all deliveries. This is to ensure that the “cold chain” is maintained before, during, and after shipment. Deliveries being made to the produce-receiving door shall receive extra credit because of the increased DeCA labor savings. Any proposed use of current transportation methods (e.g., current DeCA full-service produce providers) for deliveries that result in the elimination of the need for separate truck(s) to be unloaded at store level will be given additional consideration.

13. Offeror shall provide evidence of the company’s food safety certification and Hazard Analysis and Critical Control Plan (HACCP). This can also include any information relative to the company’s prior food safety record.

14. Offeror shall provide the company’s business plan to work with the Agency and other institutions that promote healthier lifestyle and eating habits. This includes a close working relationship with the DeCA dietician.

15. Offeror shall provide the company’s advertising plan to promote sales, increase household penetration, frequency of purchase, and overall consumption.

16. Offeror shall propose a minimum patron savings of at least 30 percent over the costs of same or similar items from comparable commercial operations within the local commuting area. Offerors which propose terms that are more favorable will be given additional consideration.

17. Offeror shall identify whether they currently do business with DeCA. If so, they should identify the specific contract or resale ordering agreement number under which these products are or have been provided.