



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

October 05, 2015

NOTICE TO THE TRADE – DeCA NOTICE 16-02

SUBJECT: “Super-Hot” Holiday Feature Items

In an effort to encourage more authorized patrons to shop in our stores and “Win the Holidays,” DeCA will feature one or two items with super hot prices on a weekly basis during the holidays. This aggressive item pricing for this program will be offered from Thursday through Sunday. Items will be marked down using the Automated VCM or Managers Special for the following periods.

November 12-15
November 19-22

December 3-6
December 10-13
December 17-20

Items selected for the program will only be featured once, not in multiple “feature” periods. The reason for this is to create real excitement over the super hot deals and to provide our patrons with a sense of excitement and anticipation of upcoming deals.

We invite industry to provide category managers with their pricing for one of the periods listed. Items offered should be in a current holiday, club pack, or regular display package based on the feature periods identified above. Present or email your offer to the applicable category manager by the close of business October 13, 2015 using a DeCA Form 40-16, Promotional Presentation Form. Offers must state if there is a quantity commitment required by DeCA. All offers will be evaluated based on price, commitment quantities, likelihood of sell-through based upon the quantities, and anticipated dollar sales.

Gordon J. Jones
Deputy Director, Sales

