



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

MPS

November 30, 2015

NOTICE TO THE TRADE – DeCA NOTICE 16-18

SUBJECT: Weekly Special Feature Items

As part of our “Win the Holidays” strategy, Hot Holiday Feature Items were a big hit with customers showing triple digit lifts on both units and dollars for most of the items. We want to continue this momentum as we move into the New Year with Weekly Special Feature Items. This program, much like the Hot Holiday Items, will feature one or two items at very aggressive price points each week from Thursday through Sunday. Price reductions for these feature items will be accomplished using the Automated Vendor Credit Memo (AVCM) or Managers Special format.

Offers will be accepted through December 9, 2015, for the following Weekly Special Feature Item periods:

January 7 - 10	February 4 - 7
January 14 - 17	February 11 - 14
January 21 - 24	February 18 - 21
January 28 - 31	February 25 - 28

The following information must be considered and or included with submission:

- Items offered for the program should be in a current holiday, club pack, or regular display package. Items not in a promotions package will be considered only if the item does not directly compete with an item in the national display package.
- Item pricing will be electronically reduced as a Manager’s Special using AVCM. The current price must remain constant through the 4-day feature period. Please be aware of pricing, especially when pricing crosses over DeCA’s pricing periods of the 1st through the 15th and 16th through the 30th/31st.
- Recommended order quantities identified by store must be included with submission. Forecasted lift and recommended quantities should be based on historic movement and movement for the item when sold at or near the price point for which the item is being offered. The attached spreadsheet contains key information that should be included along with a DeCA Form 40-16, Promotional Presentation Form.

Present or email your offer to the applicable category manager by close of business December 9, 2015. Offers will be evaluated based on price, commitment quantities, likelihood of sell-through, and anticipated dollar sales. Thanks for your continued support!

Tracie L. Russ
Director, Sales

Attachment:
As stated

EIELSON AFB								
FT GREELY								
FT WAINWRIGHT								
MOUNTAIN HOME AFB								
MALMSTROM AFB								
BANGOR NSB								
BREMERTON NS								
FAIRCHILD AFB								
FT LEWIS								
MCCHORD AFB								
WHIDBEY ISLAND								
HICKAM AFB								
KANEOHE BAY MCBH								
PEARL HARBOR								
SCHOFIELD BARRACKS								
SMOKEY POINT								
NEW RIVER MCAS								
CHARLESTON NWS								
COLUMBUS AFB								
ORD COMMUNITY								
KODIAK								
ANCHORAGE AREA								
FT BRAGG SOUTH								