



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

IN REPLY
REFER TO

MPS

June 17, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-88

SUBJECT: Seasonal, Club Pack, Case-Lot Promotional Calendars – 2017

The purpose of this Notice to the Trade is to provide Industry with the attached seasonal, club pack, and case lot promotional calendars for 2017. The seasonal calendar covers events such as Easter, Valentine’s Day, Halloween, etc., and the club pack calendar includes the two worldwide case lot sales held in May and September. Please submit presentations for these special promotional packages to the appropriate Category Managers.

In addition to display dates, the attached calendar provides submission deadlines for pricing. Separate and earlier time requirements are listed for O-coded items to meet OCONUS order ship time. Prior to publication of promotional packages, Industry will be notified that their items have been tentatively selected for promotion and required to EDI pricing for all O-coded items within 48 hours of notification for the next pricing period. Adherence to pricing submission deadlines is critical to ensure items are priced correctly during promotional periods and to minimize pricing restages and promotional deletes.

Please ensure availability dates provided on DeCA Forms 40-15/16 are accurate. Product must be available at the appropriate distributor on schedule to meet overseas order ship time requirements.

Points of contact for this notice are, Ms. Tita Kalua’u, 804-734-8000, extension 5-2879 and Ms. Mary DeSantis, extension 4-8975.

Tracie L. Russ
Director, Sales

Attachments:
As stated

2017 SEASONAL AND CHRISTMAS PROMOTIONS CALENDAR

PACKAGES	DATES OF DISPLAY	MINIMUM FDS/DSD PROMOTIONAL PRICING PERIOD REQUIRED FOR "O" CODED ITEMS	DEADLINE DATE TO SUBMIT PRICING FOR "O" ITEMS	MINIMUM FDS/DSD PROMOTIONAL PRICING PERIOD REQUIRED FOR "K" ITEMS	DEADLINE DATE TO SUBMIT PRICING FOR "K" ITEMS	PRESENTATION TIMEFRAME
SEASONAL						
VALENTINE'S DAY, FEB 14, 2017	Jan 2, 2017-Feb 14, 2017	Sep 16, 2016-Feb 28, 2017	25-Aug-16	Dec 16, 2016-Feb 28, 2017	25-Nov-16	Jun 1, 2016-Jun 22, 2016
WATER PROGRAM 2017	Jan 2, 2017-Dec 31, 2017	Sep 16, 2016-Dec 31, 2017	25-Aug-16	Dec 16, 2016-Dec 31, 2017	25-Nov-16	Aug 8, 2016-Aug 18, 2016
EASTER - APR 16, 2017	Feb 15, 2017-Apr 16, 2017	Nov 1, 2016-Apr 30, 2017	10-Oct-16	Feb 1, 2017-Apr 30, 2017	10-Jan-17	Sept 5, 2016-Sept 15, 2016
EASTER HAMS 2017	Mar 1, 2017-Apr 16, 2017	Jan 16, 2017-Apr 16, 2017	25-Dec-16	Feb 16, 2017-Apr 16, 2017	10-Feb-17	Nov 2, 2016-Nov 22, 2016
PASSOVER- APR 10-APR 18, 2017	Apr 10, 2017-Apr 18, 2017	Jan 1, 2017-Apr 30, 2017	10-Dec-16	Apr 1, 2017-Apr 30, 2017	10-Mar-17	Oct 17, 2016-Nov 2, 2016
SUNCARE 2017	Mar 13, 2017-Feb 28, 2018	Dec 1, 2016-Feb 28, 2018	10-Nov-16	Mar 1, 2017-Feb 28, 2018	10-Feb-17	Sep 14, 2016-Oct 1, 2016
CANNING SUPPLIES 2017	Mar 13, 2017-Feb 28, 2018	Dec 1, 2016-Feb 28, 2018	10-Nov-16	Mar 1, 2017-Feb 28, 2018	10-Feb-17	Sep 14, 2016-Sept 28, 2016
SEVERE WEATHER 2017	Apr 3, 2017-Oct 31, 2017	Dec 16, 2016-Oct 31, 2017	25-Nov-16	Mar 16, 2017-Oct 31, 2017	25-Feb-17	Oct 5, 2016-Oct 19, 2016
MOTHER'S DAY-MAY 14, 2017	Apr 17, 2017-May 14, 2017	Jan 1, 2016-May 31, 2017	25-Nov-16	Apr 1, 2017-May 31, 2017	25-Feb-17	Oct 5, 2016-Oct 19, 2016
FATHER'S DAY-JUN 18, 2017	May 15, 2017-Jun 18, 2017	Feb 1, 2017-Jul 15, 2017	10-Jan-17	May 1, 2017-Jul 15, 2017	10-Apr-17	Nov 2, 2016- Nov 16, 2016
HALLOWEEN OCTOBER 2017	Aug 7, 2017-Oct 31, 2017	May 1, 2017-Nov 15, 2017	10-Apr-17	Aug 1, 2017-Nov 15, 2017	10-Jul-17	Jan 5, 2017-Jan 19, 2017
WINTER COCOA/CIDER 2017	Oct 2, 2017-Mar 31, 2018	June 16, 2017-Mar 31, 2018	25-May-17	Sept 16, 2017-Mar 31, 2018	25-Aug-17	Mar 2, 2017-Mar 16, 2017
FOOTBALL MADNESS (SPR BWL FEB 5)	Oct 2, 2017-Feb 4, 2018	June 16, 2017-Feb 28, 2018	25-May-17	Sept 16, 2017-Feb 28, 2018	25-Aug-17	Mar 2, 2017-Mar 16, 2017
CHRISTMAS						
INTERNATIONAL	Sep 5, 2017-Dec 25, 2017	May 16, 2017-Jan 15, 2018	25-Apr-17	Aug 16, 2017-Jan 15, 2018	25-Jul-17	Jan 3, 2017-Jan 17, 2017
CHILL/FREEZE/PREPACKED MEAT	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2018	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	Mar 2, 2017-Mar 16, 2017
HOLIDAY HAMS	Oct 2, 2017-Dec 25, 2017	Aug 1, 2017-Jan 15, 2018	10-Jul-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	May 2, 2017-May 16, 2017
COOKIES/CRACKERS/FRUITCAKE	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2017	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	Feb 2, 2017-Feb 16, 2017
GIFT PACKS/HBC GIFT PACKS	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2017	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	Feb 2, 2017-Feb 16, 2017
NONFOOD	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2017	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	Feb 2, 2017-Feb 16, 2017
BAKING	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2017	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	Mar 2, 2017-Mar 16, 2017
DRY GROCERY	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2017	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Aug-17	Mar 2, 2017-Mar 16, 2017
CANDY	Nov 1, 2017-Dec 25, 2017	July 16, 2017-Jan 15, 2017	25-Jun-17	Oct 16, 2017-Jan 15, 2018	25-Sep-17	Apr 6, 2017-Apr 20, 2017

2017 Case Lot Sale and Club Pack Promotions Calendar

EVENT	DATES OF DISPLAY	MINIMUM FDS/DSD PROMOTIONAL PRICING PERIOD REQUIRED FOR "O" CODED ITEMS	DEADLINE DATE TO SUBMIT PRICING FOR "O" ITEMS	MINIMUM FDS/DSD PROMOTIONAL PRICING PERIOD REQUIRED FOR "K" ITEMS	DEADLINE DATE TO SUBMIT PRICING FOR "K" ITEMS	MONTH OF PRESENTATION DUE TO CATEGORY MANAGERS
CASE LOT SALES 2017						
MAY CASE LOT SALE	Apr 16- May 31, 2017	Feb 1-May 31, 2017	10-Jan-17	Apr 1-May 31, 2017	10-Mar-17	Oct 6 - Oct 22, 2016
SEPTEMBER CASE LOT SALE	Aug 16-Sep 30, 2017	Jun 1-Sep 30, 2017	10-May-17	Aug 1-Sep 30, 2017	10-Jul-17	Feb 2 - Feb 8, 2017
CLUB PACKS 2017						
WINTER 2017	Jan 1- Mar 31, 2017	Oct 16, 2016-Mar 31, 2017	25-Sep-16	Dec 16, 2016-Mar 31, 2017	25-Nov-16	Jul 7 - Jul 23, 2016
SPRING 2017	Apr 1-Jun 30, 2017	Jan 16 - Jun 30, 2017	25-Dec-16	Mar 16-Jun 30, 2017	25-Feb-17	Oct 6 - Oct 22, 2016
SUMMER 2017	Jul 1- Sept 30, 2017	Apr 16 - Sept 30, 2017	25-Mar-17	Jun 16- Sept 30, 2017	25-May-17	Jan 5 - Jan 21, 2017
FALL 2017	Oct 1-Dec 31, 2017	Jul 16 - Dec 31, 2017	25-Jun-17	Sept 16 -Dec 31, 2017	25-Aug-17	Apr 5 - Apr 21, 2017