



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

IN REPLY
REFER TO

MPS

January 24, 2017

NOTICE TO THE TRADE – DeCA NOTICE 17-06

SUBJECT: Updated 2017 Promotions Calendars (Reference NTTs 16-86, 16-88, 17-02)

The purpose of this notice is to provide the attached updated 2017 promotions calendars for regular display periods and Seasonal, Club Pack, Case-Lot promotions.

EBS/DeCA Event IDs have been added to the 2017 Display Periods Promotions Calendar and changes have been made to the 2017 Seasonal, Club Pack, Case-Lot Promotions Calendars. Changes are highlighted in light brown.

Points of contact for this notice are Ms. Mary DeSantis, at 804-734-8000, extension 48975 and Ms. Amy Perkinson at 804-734-8000, extension 48386.

Tracie L. Russ
Director, Sales

Attachments:
As stated

UPDATED 2017 Display Periods Promotions Calendar (NTT 17-06)

Month	Promo Period	DeCA's Event ID	Date of Displays	Duration of Displays	Industry Presentations due to Category Managers	Regular Promotional Package Decision Meeting	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Pricing Period Length	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items		DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Themes
Jan	1		15-Jan-17	2		15-Aug-16	16-Dec-16	15-Jan-17	30	25-Nov-16	16-Sep-16	15-Jan-17	25-Aug-16	Ring in the New Year/Family Fit Lifestyle Month/Dollar Days
Jan	2		29-Jan-17	2	15-Aug-16	29-Aug-16	1-Jan-17	31-Jan-17	30	10-Dec-16	1-Oct-16	31-Jan-17	10-Sep-16	Special Olympics/Comfort Foods Meal Solutions
Feb	3		12-Feb-17	2	29-Aug-16	12-Sep-16	16-Jan-17	15-Feb-17	30	25-Dec-16	16-Oct-16	15-Feb-17	25-Sep-16	National Hot Breakfast Month/Super Bowl (2/5/17)/Snack Food Month
Feb	4		26-Feb-17	2	12-Sep-16	26-Sep-16	1-Feb-17	28-Feb-17	30	10-Jan-17	1-Nov-16	28-Feb-17	10-Oct-16	Valentine's Day/Celebration of Chocolate Month/Value Brands/Heart Healthy/ National Canned Food Month
Mar	5	20170005	12-Mar-17	2	27-Sep-16	11-Oct-16	16-Feb-17	15-Mar-17	30	25-Jan-17	16-Nov-16	15-Mar-17	25-Oct-16	March Madness/Frozen Food Month/National Nutrition Month
Mar	6	20170006	26-Mar-17	2	10-Oct-16	24-Oct-16	1-Mar-17	31-Mar-17	30	10-Feb-17	1-Dec-16	31-Mar-17	10-Nov-16	March Madness/Frozen Food Month/National Nutrition Month
Mar	7	20170007	9-Apr-17	2	24-Oct-16	7-Nov-16	16-Mar-17	15-Apr-17	30	25-Feb-17	16-Dec-16	15-Apr-17	25-Nov-16	National Bake Week(1st week of April)/Month of the Military Child
Apr	8 Promo & 9 Shprs/Plts	20170008	23-Apr-17	2	7-Nov-16	21-Nov-16	1-Apr-17	30-Apr-17	30	10-Mar-17	1-Jan-17	30-Apr-17	10-Dec-16	Month of the Military Child/Easter(4/16/17)/Earth Day
Apr	9 Promo & 10 Shprs/Plts	20170009	7-May-17	2	21-Nov-16	5-Dec-16	16-Apr-17	15-May-17	30	25-Mar-17	16-Jan-17	15-May-17	25-Dec-16	Dollar Days/Disaster Preparedness/Cinco De Mayo
May	10 Promo & 11 Shprs/Plts	20170010	21-May-17	2	5-Dec-16	19-Dec-16	1-May-17	31-May-17	30	10-Apr-17	1-Feb-17	31-May-17	10-Jan-17	Mother's Day (5-14)/Case Lot Sale/Military Appreciation Month/Armed Forces Day (May 17)/Celiac Awareness Month (Gluten Free Promotion)/National Salad Month/National BBQ Month
May	11 Promo & 12 Shprs/Plts	20170011	4-Jun-17	2	20-Dec-16	3-Jan-17	16-May-17	15-Jun-17	30	25-Apr-17	16-Feb-17	15-Jun-17	25-Jan-17	Healthy Lifestyle Festivals Worldwide to include Healthy Pets/Memorial Day
Jun	12 Promo & 13 Shprs/Plts	20170012	18-Jun-17	2	3-Jan-17	17-Jan-17	1-Jun-17	30-Jun-17	30	10-May-17	1-Mar-17	30-Jun-17	10-Feb-17	Fathers Day(June 18)/Mens Health Month/National Dairy Month/Commissaries 150th Anniversary (July 1) Sale and Display Contest
Jun	*13 Promo & 14 Shprs/Plts	20170013	2-Jul-17	2	16-Jan-17	30-Jan-17	16-Jun-17	15-Jul-17	30	25-May-17	16-Mar-17	15-Jul-17	25-Feb-17	July 4th Patriotic Sales Event/Ice Cream Month/Commissaries 150th Anniversary Celebration (July 1)
Jul	*14 Promo & 15 Shprs/Plts	20170014	16-Jul-17	2	30-Jan-17	13-Feb-17	1-Jul-17	31-Jul-17	30	10-Jun-17	1-Apr-17	31-Jul-17	10-Mar-17	National Grilling Month
*For these two periods, displays can be changed out any day Monday-Thursday to accommodate holiday and/or deliveries.														
Jul	15 Promo & 16 Shprs/Plts	20170015	30-Jul-17	2	13-Feb-17	27-Feb-17	1-Jul-17	31-Jul-17	30	10-Jun-17	1-Apr-17	31-Jul-17	10-Mar-17	Local Farmers Markets/National Pack a Picnic Month
Aug	16 Promo & 17 Shprs/Plts	20170016	13-Aug-17	2	27-Feb-17	13-Mar-17	16-Jul-17	15-Aug-17	30	25-Jun-17	16-Apr-17	15-Aug-17	25-Mar-17	Back to School/Kids Eat Right Month
Aug	17 Promo & 18 Shprs/Plts	20170017	27-Aug-17	2	13-Mar-17	27-Mar-17	1-Aug-17	31-Aug-17	30	10-Jul-17	1-May-17	31-Aug-17	10-Apr-17	Fall Case Lot Sale/Back to School/Dollar Days/Kids Eat Right Month
Sep	18 Promo & 19 Shprs/Plts	20170018	10-Sep-17	2	27-Mar-17	10-Apr-17	16-Aug-17	15-Sep-17	30	25-Jul-17	16-May-17	15-Sep-17	25-Apr-17	Labor Day(Sep 4)/Fall Case Lot Sales/Hispanic Month/ National Family Meals Month/National Food Safety Month
Sep	19 Promo & 20 Shprs/Plts	20170019	24-Sep-17	2	10-Apr-17	24-Apr-17	1-Sep-17	30-Sep-17	30	10-Aug-17	1-Jun-17	30-Sep-17	10-May-17	National Healthy Breakfast Month/Fall Case Lot Sale/Breast Cancer Awareness Month/Organic Harvest Month/Football Kick-off
Oct	20 Promo & 21 Shprs/Plts	20170020	8-Oct-17	2	24-Apr-17	8-May-17	16-Sep-17	15-Oct-17	30	25-Aug-17	16-Jun-17	15-Oct-17	25-May-17	Eat Better, Eat Together Month-Family Meal Solutions
Oct	21 Promo & 22 Shprs/Plts	20170021	22-Oct-17	2	8-May-17	22-May-17	1-Oct-17	31-Oct-17	30	10-Sep-17	1-Jul-17	31-Oct-17	10-Jun-17	Holiday Sales Begin/Halloween
Nov	22 Promo & 23 Shprs/Plts	20170022	5-Nov-17	2	22-May-17	5-Jun-17	16-Oct-17	15-Nov-17	30	25-Sep-17	16-Jul-17	15-Nov-17	25-Jun-17	Military Family Appreciation Month/Salute to the Military/Veterans Day
Nov	23 Promo & 24 Shprs/Plts	20170023	26-Nov-17	3	5-Jun-17	19-Jun-17	1-Nov-17	30-Nov-17	30	10-Oct-17	1-Aug-17	30-Nov-17	10-Jul-17	Your Thanksgiving Pantry Headquarters/Thanksgiving Holiday/Free Turkey Booklets/Operation Homefront
Dec	24 Promo & 25 Shprs/Plts	20170024	10-Dec-17	2	19-Jun-17	3-Jul-17	16-Nov-17	15-Dec-17	30	25-Oct-17	16-Aug-17	15-Dec-17	25-Jul-17	Home For the Holidays/Your Place for Holiday Party Treats
Dec	25 Promo & 1 Shprs/Plts	20170025	31-Dec-17	3	3-Jul-17	17-Jul-17	1-Dec-16	31-Dec-17	30	10-Nov-17	1-Sep-17	31-Dec-17	10-Aug-17	Bringing Families Together for the Holidays/Ring in the New Year

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
UPDATED SEASONAL (NTT 17-06)						
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)	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
UPDATED CHRISTMAS (NTT 17-06)						
INTERNATIONAL	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2018	10-Jun-17	Sept 16, 2017-Jan 15, 2018	25-Jul-17	Feb 2, 2017-Feb 16, 2017
CHILL/FREEZE/PREPACKED MEA	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/FRUITCAK	Oct 2, 2017-Dec 25, 2017	July 1, 2017-Jan 15, 2018	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, 2018	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, 2018	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, 2018	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, 2018	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, 2018	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 (NTT 17-06)

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 (NTT 17-06)						
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 (NTT 17-06)						
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