



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

MPS

February 1, 2017

NOTICE TO THE TRADE – DeCA NOTICE 17-17

SUBJECT: Commissary's 150th Anniversary – July 1, 2017

The purpose of this notice is to update Industry regarding the historical and momentous anniversary celebration: the 150th Anniversary of the commissaries. This anniversary, observed on July 1, 2017, will highlight the long history of the commissary benefit and the great savings and value the benefit has brought to our military community since 1867.

The Defense Commissary Agency (DeCA) and its Industry partners have joined forces to plan several special events leading up to the July 1 anniversary date. The full-color gold 150th anniversary logo is now located on the Marketing Resources page of the www.commissaries.com Web site. Also posted on this page are nostalgic black and white photos that Industry may use to incorporate into their base wrap and/or promotional materials. Gold is the recommended color for store décor, from February 1-July 31.

Industry has several programs they are pursuing in order to commemorate the occasion on July 1. Interested industry partners who would like more information on these programs should contact the Industry POCs listed at the end of this notice. The anniversary celebration will be similar to a “mini-grand opening.” DeCA will provide marketing kits to stores, and Industry will be incorporating gold décor and the specially created 150th logo into all of their promotions during DP 13 & 14. Also Industry may bring “demo trucks” and “product characters” as part of this anniversary celebration.

Listed are other creative promotions that will be offered by Industry:

- Limited edition, specially labeled products using the black and white nostalgic commissary photos along with a short history located on back.
- Industry social media Programs celebrating the 150th Anniversary.
- The 150th Anniversary Kids' Coloring Contest via social media and inside the commissaries will be executed in April (Month of the Military Child) and an Industry member will judge and print the winning entries on a reusable bag for resale.
- Celebrity radio spots offered by Industry and their partners.
- Beginning in March and ending July 31, commissaries will use the Wall of Value as the location of the 150th Anniversary Wall of Super Savings! Designing a banner that would hang above this area to attract shoppers to the deals.
- Reminder: Hashtag for the 150th: #commissaryturns150; to be used on social media beginning February 1, 2017.

Our sincere thanks for all you do for our military members and their families and to you for all your support. The Commissary's 150th Anniversary will highlight the value of the commissary benefit for those who have protected our country and our freedom throughout the years. We appreciate your participation in this unique and heartfelt program.

The Points of Contact for Industry's activities are Mr. Alex Sizemore, Dunham & Smith, (804) 541-1587, asizemore@dunhamsmith.com and Ms. KC Remick, Kellogg's, (678) 923-9539; kc.remick@kellogg.com. Point of contact for this notice is Ms. Sallie Cauthers, (804) 734-8000, extension 4-8769; sallie.cauthers@deca.mil.

Tracie L. Russ
Director, Sales