



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

MPS

February 3, 2017

NOTICE TO THE TRADE – DeCA NOTICE 17-19

SUBJECT: “Thinking Outside the Box” Quick Meal Solution Program CY 2017

The purpose of this notice is to request Industry support for the “Thinking Outside the Box” quick meal solution program for second half of the year for Display Periods (DPs) 16 through 25. “Thinking Outside the Box” is a segment on healthy meal solutions created by DeCA's Dietitian, Ms. Deborah Harris, to support the health and wellness needs and to assist patrons in using their commissary benefit to make healthy, economic choices. The program includes a recipe and health & wellness information/tips as part of a meal solution. It is available on www.commissaries.com under “Healthy Eats” and is included as part of the commissary sales flyer.

A mandatory "Thinking Outside the Box" endcap has been implemented in K3 and above stores. Stores at the K1 and K2 levels may participate if display space permits. Marketing kits, to include posters and ceiling danglers, are available in stores to promote this program and direct shoppers to the meal solution location.

DeCA is requesting Industry support of the program by submitting recipe ingredients to the appropriate category manager for the applicable display period as part of your regular promotional program submission. Lists of recipe ingredients needed for each display period are attached.

This program is important to DeCA as we continue to support DOD’s focus on the health and wellness of our military members and their families. Points of contact for this notice are Ms. Regina Johnson, 804-734-8000, extension 48301, or Ms. Mary DeSantis, extension 48975.

Gordon Jones
Deputy Director, Sales

Attachments
As stated