



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

MPS

April 29, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-67

SUBJECT: Accepting Value Brands Program Item Presentations

The purpose of this notice is to inform Industry that the Defense Commissary Agency (DeCA) is accepting presentations for the Value Brands Program for the period beginning **August 1, 2016, through March 31, 2017**. Item(s) presentations should be submitted to the respective category manager by **close of business May 19, 2016**. Considerations will be made for all categories, but emphasis will be placed on the attached specified categories.

The Value Brands Program is worldwide and prices are effective for the duration of the program. Presentations must include pricing for all DeCA price zones. Pricing for overseas commissaries (Europe and Pacific to include Guam), Guantanamo Bay, and Puerto Rico should be the same as prices quoted for commissaries in the 48 Continental United States. Alaska and Hawaii pricing may be higher to accommodate first destination transportation costs.

Value brand items are comparable in quality and price with store/private label. Criteria for selecting items for this program are: 1) item(s) must be lower in price than the equivalent store/private label item (formulation and size) as measured versus the average store/private label price of the top selling (unit sales) item in All Other Channels (xAOC) for the past 26 weeks; 2) value brand items must be the lowest priced item(s) within the category.

Value brand items will be identified at the shelf with an orange VALUE label. Please note that VALUE labels have priority in all of our commissaries. Promotional signs may not be placed over the VALUE label. Items identified as Value Brands provide the most consistent everyday low price for the duration of the program that is equal to, or better than, private label brands found in commercial supermarkets (e.g., similar formulation and size or count). The Value Brands Program will continue to be communicated to our patrons through in-store marketing kits, outlets such as DeCA's social media platforms (Facebook, Twitter, Pinterest, etc.), commissaries.com, and radio spots in all stateside stores, and on AFN-radio and TV overseas.

Points of contact for the Value Brands Program are each respective category manager and Ms. Jennifer Baker, Sales Directorate, 804.734.8000 extension 86338, jennifer.baker@deca.mil. The support of our industry partners is greatly appreciated.

Tracie L. Russ
Director, Sales

Attachment:
As stated

NTT 16-67: VALUE BRAND CATEGORIES

ADULT INCONTINENCE	FLOUR AND MEAL	PAIN RELIEF
ANTISEPTICS AND DISINFECTANTS	FOOD STORAGE AND LUNCH BAG	PANCAKE MIX
BABY HBC	FOOD STORAGE AND WRAPS	PANCAKE SYRUP
BAKING SUPPLIES	FOOT CARE	PAPER TOWELS / PAPER NAPKINS
BAR AND LIQUID SOAP	FROZEN BAKED GOODS	PASTA SAUCE
BATTERIES	FROZEN BREAKFAST ENTRÉE	PASTA SAUCE MIX
BLEACH / HOUSEHOLD LAUNDRY	FROZEN BREAKFAST SANDWICH	PEANUT BUTTER
BREAKFAST MEAT	FROZEN FRUIT	PET SUPPLIES
BUTTER	FROZEN PIZZA	PETROLEUM JELLY
CANNED AND POWDERED MILK	FROZEN POTATOES AND ONION RINGS	PICKLE AND RELISH
CANNED FRUIT / SHELF STABLE FRUIT	FROZEN SEAFOOD	PIE CRUSTS MIXES AND PREPARED
CANNED GRAVY	FROZEN VEGETABLES	PIE FILLING
CANNED SOUP	FROZEN WAFFLES/PANCAKES/FRENCH TOAST	REFRIGERATED SIDE DISHES
CANNED VEGETABLE	FROZEN WHIPPED TOPPING	RICE
CHEESE	GRAIN AND DRY BEANS	RTE CEREAL
COFFEE	HAIR CARE	SAUCE/GRAVY/SEASONING MIX
COFFEE CREAMERS	HAND AND BODY LOTION / SKIN CARE	SHAMPOO AND CONDITIONER
COOKIES	HERB AND SPICE SEASONING	SHAVING PRODUCTS
COTTAGE AND RICOTTA CHEESE	HONEY	SHELF STABLE JUICES AND DRINKS
CREAM CHEESE	HOT CEREAL	SHORTENING AND OILS
DEODORANT	HOT DOGS	SKIN CARE
DIARRHEA REMEDY PRODUCT	ICE CREAM	SOAP
DISH DETERGENT	JAM AND JELLY AND PRESERVES	SOFT DRINKS
DISPOSABLE BAGS	LAUNDRY DETERGENT	STOMACH / UPPER G.I.
DISPOSABLE DIAPER/TRAINING PANT	LIGHT BULBS	STRAWS
DISPOSABLE DISH	LIQUID TEA	SUGAR / SUGAR SUBSTITUTES
DRY PASTA	LUNCHMEAT	TOASTER PASTRY
EYE CARE	MARGARINE AND SPREAD	TOILET PAPER
FACE CARE	MARSHMALLOWS	TOMATO PASTE AND SAUCE
FACIAL TISSUES	MEDICATIONS	UPPER RESPIRATORY MEDICINE
FEMININE HYGIENE	MUSTARD	VINEGAR AND COOKING WINE
FIRST AID	OLIVES	VITAMINS AND SUPPLEMENTS
FIRST AID COTTONS AND SWABS	ORAL HYGIENE	WATER
FLASHLIGHTS	ORIENTAL SAUCE	WHIPPED TOPPINGS