



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

IN REPLY
REFER TO

MPS

June 10, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-86

SUBJECT: 2017 Display Periods Promotions Calendar

The purpose of this Notice to the Trade (NTT) is to provide Industry with the attached display periods promotions calendar for 2017 and Additional Promotional Themes that will be considered for monthly promotional planning. Please note there are two special three-week display periods coinciding with the Thanksgiving and Christmas holidays. The themes listed on the right side of the calendar include national holidays and significant events that will be the primary focus for each display period.

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 that negatively impact DeCA, Industry, and ultimately our commissary patrons.

VPR dates for promotional items and shipper/pallet contents will remain consistent with 30 or 45 day VPR pricing periods. Manager's Special promotions will extend seven days past the end of the display period.

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

Tracie L. Russ
Director, Sales

Attachments:
As stated

Additional Promotional Themes – 2017

<p>January Martin Luther King Jr. Birthday (Jan15) National Oatmeal Month National Meat Month National Hot Tea Month National Soup Month</p>	<p>July Commissary Anniversary (July 1) National Ice Cream Month Hot Dog Month</p>
<p>February Heart Healthy Month Fiber Focus Month Potato Lovers Month Sweet Potato Month Presidents Day Great American Pie Month</p>	<p>August Sandwich Month National Peach Month Coast Guard Birthday (Aug 4)</p>
<p>March Saint Patrick's Day National Peanut Month National Sauce Month National Noodle Month</p>	<p>September DeCA Anniversary (Oct 1) Air Force Birthday (Sep 18) National Chicken Month National Potato Month Whole Grains Month</p>
<p>April Soy Foods Month Earth Month (Recycled Paper Goods, All-natural cleaners) Grilled Cheese Month</p>	<p>October Columbus Day National Apple Month National Vegetarian Month Navy Birthday (Oct 13) National Pasta Month Vegetable Awareness Month National Cookie Month National Dessert Month National Pork Month Pizza Month</p>
<p>May National Egg Month National Hamburger Month</p>	<p>November National Military Family Month Marine Corps Birthday (Nov 10)</p>
<p>June Flag Day/Army Birthday (June 14) Seafood Month Turkey Lovers Month</p>	<p>December National Fruit Cake Month National Egg Nog Month</p>

2017 Display Periods Promotions Calendar

Month	Promo Period	Date of Displays		Duration of Displays	Month of Presentation	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	2-Jan-17	15-Jan-17	2	Jul	16-Dec-16	15-Jan-17	30	11/25/16	16-Sep-16	15-Jan-17	8/25/16	Ring in the New Year/Family Fit Lifestyle Month/Dollar Days
Jan	2	16-Jan-17	29-Jan-17	2	Jul	1-Jan-17	31-Jan-17	30	12/10/16	1-Oct-16	31-Jan-17	9/10/16	Special Olympics/Comfort Foods Meal Solutions
Feb	3	30-Jan-17	12-Feb-17	2	Aug	16-Jan-17	15-Feb-17	30	12/25/16	16-Oct-16	15-Feb-17	9/25/16	National Hot Breakfast Month/Super Bowl (2/5/17)/Snack Food Month
Feb	4	13-Feb-17	26-Feb-17	2	Aug	1-Feb-17	28-Feb-17	30	1/10/17	1-Nov-16	28-Feb-17	10/10/16	Valentine's Day/Celebration of Chocolate Month/Value Brands/Heart Healthy/ National Canned Food Month
Mar	5	27-Feb-17	12-Mar-17	2	Sep	16-Feb-17	15-Mar-17	30	1/25/17	16-Nov-16	15-Mar-17	10/25/16	March Madness/Frozen Food Month/National Nutrition Month
Mar	6	13-Mar-17	26-Mar-17	2	Sep	1-Mar-17	31-Mar-17	30	2/10/17	1-Dec-16	31-Mar-17	11/10/16	March Madness/Frozen Food Month/National Nutrition Month
Mar	7	27-Mar-17	9-Apr-17	2	Sep	16-Mar-17	15-Apr-17	30	2/25/17	16-Dec-16	15-Apr-17	11/25/16	National Bake Week(1st week of April)/Month of the Military Child
Apr	8	10-Apr-17	23-Apr-17	2	Oct	1-Apr-17	30-Apr-17	30	3/10/17	1-Jan-17	30-Apr-17	12/10/16	Month of the Military Child/Easter(4/16/17)/Earth Day
Apr	9	24-Apr-17	7-May-17	2	Oct	16-Apr-17	15-May-17	30	3/25/17	16-Jan-17	15-May-17	12/25/16	Dollar Days/Disaster Preparedness/Cinco De Mayo
May	10	8-May-17	21-May-17	2	Nov	1-May-17	31-May-17	30	4/10/17	1-Feb-17	31-May-17	1/10/17	Mother's Day (5-14)/ Gift Cards Display/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	22-May-17	4-Jun-17	2	Nov	16-May-17	15-Jun-17	30	4/25/17	16-Feb-17	15-Jun-17	1/25/17	Healthy Lifestyle Festivals Worldwide to include Healthy Pets/Memorial Day
Jun	12	5-Jun-17	18-Jun-17	2	Dec	1-Jun-17	30-Jun-17	30	5/10/17	1-Mar-17	30-Jun-17	2/10/17	Fathers Day(June 18)/Mens Health Month/National Dairy Month/Commissaries 150th Anniversary (July 1) Sale and Display Contest
Jun	*13	19-Jun-17	2-Jul-17	2	Dec	16-Jun-17	15-Jul-17	30	5/25/17	16-Mar-17	15-Jul-17	2/25/17	July 4th Patriotic Sales Event/Ice Cream Month/Commissaries 150th Anniversary Celebration (July 1)
Jul	*14	3-Jul-17	16-Jul-17	2	Jan	1-Jul-17	31-Jul-17	30	6/10/17	1-Apr-17	31-Jul-17	3/10/17	National Grilling Month/Value Brands
*For these two periods, displays can be changed out any day Monday-Thursday to accommodate holiday and/or deliveries.													
Jul	15	17-Jul-17	30-Jul-17	2	Jan	1-Jul-17	31-Jul-17	30	6/10/17	1-Apr-17	31-Jul-17	3/10/17	Local Farmers Markets/National Pack a Picnic Month
Aug	16	31-Jul-17	13-Aug-17	2	Feb	16-Jul-17	15-Aug-17	30	6/25/17	16-Apr-17	15-Aug-17	3/25/17	Back to School/Kids Eat Right Month/NFL Football Kick-Off
Aug	17	14-Aug-17	27-Aug-17	2	Feb	1-Aug-17	31-Aug-17	30	7/10/17	1-May-17	31-Aug-17	4/10/17	Fall Case Lot Sale/Back to School/Dollar Days/Kids Eat Right Month
Sep	18	28-Aug-17	10-Sep-17	2	Mar	16-Aug-17	15-Sep-17	30	7/25/17	16-May-17	15-Sep-17	4/25/17	Labor Day(Sep 4)/Fall Case Lot Sales/Hispanic Month/ National Family Meals Month/National Food Safety Month
Sep	19	11-Sep-17	24-Sep-17	2	Mar	1-Sep-17	30-Sep-17	30	8/10/17	1-Jun-17	30-Sep-17	5/10/17	National Healthy Breakfast Month/Fall Case Lot Sale/Breast Cancer Awareness Month/Organic Harvest Month
Oct	20	25-Sep-17	8-Oct-17	2	Apr	16-Sep-17	15-Oct-17	30	8/25/17	16-Jun-17	15-Oct-17	5/25/17	Eat Better, Eat Together Month-Family Meal Solutions
Oct	21	9-Oct-17	22-Oct-17	2	Apr	1-Oct-17	31-Oct-17	30	9/10/17	1-Jul-17	31-Oct-17	6/10/17	Holiday Sales Begin/Halloween/Free Turkey Booklets
Nov	22	23-Oct-17	5-Nov-17	2	May	16-Oct-17	15-Nov-17	30	9/25/17	16-Jul-17	15-Nov-17	6/25/17	Military Family Appreciation Month/Salute to the Military/Veterans Day Holiday Weekend Sales Event
Nov	23	6-Nov-17	26-Nov-17	3	May	1-Nov-17	30-Nov-17	30	10/10/17	1-Aug-17	30-Nov-17	7/10/17	Your Thanksgiving Pantry Headquarters/Thanksgiving Holiday Weekend Sales Event/Gift Card Display/Operation Homefront
Dec	24	27-Nov-17	10-Dec-17	2	Jun	16-Nov-17	15-Dec-17	30	10/25/17	16-Aug-17	15-Dec-17	7/25/17	Gift Card Display/Home For the Holidays/Your Place for Holiday Party Treats
Dec	25	11-Dec-17	31-Dec-17	3	Jun	1-Dec-16	31-Dec-17	30	11/10/17	1-Sep-17	31-Dec-17	8/10/17	Bringing Families Together for the Holidays/Ringing in the New Year