



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

May 19, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-82

SUBJECT: Follow-up to DeCA's 25th Anniversary Celebration Message

The purpose of this Notice to the Trade is to request Industry to submit additional Deal of the Week offers in support of DeCA's 25th Anniversary Celebration which will be celebrated during Display Period 20. The dates for each Deal of the Week offer are September 28-October 1 and October 6-9. Present or email your offer to the applicable category manager by the close of business June 6. The existing guidelines for "Deal of the Week" will apply. All offers will be evaluated based on price, commitment quantities, likelihood of sell-through based upon the quantities, and anticipated dollar sales.

Together, the 25th Anniversary observance and your Deals of the Week offers will highlight the incredible history of the commissary benefit, the great savings and value the benefit has brought to our military community, and DeCA's continuation of those savings since October 1991. Most importantly, the two week observance will also salute and thank those who have protected our country and preserved our freedom.

Points of contact for this Notice to the Trade is Regina Johnson, 804-734-8000, extension 48301 or Mary DeSantis, 804-734-8000, extension 48975.

For Tracie L. Russ
Director, Sales