

DeCAF 40-15 INSTRUCTIONS

Display Presentation, New Item, & File Maintenance Form

Use DeCAF 40-15, 21 December 2011 to present items for display, new items, and file maintenance changes—items with differing department commodity codes may be presented simultaneously. Previous versions of this form may be used until January 31st, 2012.

The form has been updated and now incorporates two forms previously used for file maintenance (DeCAF 40-116 and DeCAF 40-126). The Vendor Dead Stock Request form (DeCAF 40-273) and the Case Lot Presentation Form will continue to be used. After January 31st, 2012 DeCAF 40-116 and DeCAF 40-126 will no longer be used.

Formatting has been protected to allow our scanning program to read and retrieve data. Only the input cells are unlocked. Some input cells—those highlighted in yellow—are for the government's use only. Do not enter anything in to them.

This multipurpose form is comprised of ten pages, but not all are mandatory. Which pages you will be required to submit (and which blocks you will be required to fill out on those pages) will depend on the action you are requesting. For more detail, see the block instructions (particularly block one's instructions).

On page one (Presentation Sheet), you will communicate your intent, present up to four items, and provide basic company and product information. Page one is always mandatory. If you are presenting more than four items, use pages three, 3A and 3B—the presentation continuation sheets—to present up to 28 items. Use of these pages is optional.

On page two (Brand Certification Sheet), you will certify that the brands you are presenting are widely, commercially available—at commercial grocery or other retail operations—not convenience stores. This page is not mandatory when you are presenting items for file maintenance, or are promoting items currently authorized in DeCA's stock assortment.

On pages three, 3A and 3B (Presentation Continuation Sheets), you can present additional items if there is insufficient space on page one. Up to 28 items can be presented. Use of these pages is optional.

On page four (Container Redemption Value Data Sheet), you will communicate Container Redemption Values (CRVs) by state when it applies to your items. Page four is conditionally mandatory. It's only mandatory if you check YES in block 25 of the presentation sheet (or on one of the presentation continuation sheets). Most of the item data on page four will be pasted automatically onto the page based on what you input on the presentation sheets (and whether or not you checked YES in block 25).

On page five (DoDAAC Listing), you will specify desired allocation(s) by the Department of Defense Activity Address Code (DoDAAC). Page five is conditionally mandatory. If the space provided in blocks 18 and 19 on page one is sufficient to your purpose, this page is not necessary.

On page six (Remarks), and pages 6A and 6B (Remarks Continuation Pages) you will provide additional remarks, supplemental information, product photos, pictures of coupons, photos of point of sale material, pallet configurations, minimum shipments, etc., specific provisions of a guaranteed sale offer, and other information to help the buyer make a decision.

Once you have completed the form, physically sign a hard copy, digitally scan it, and then e-mail the scanned copy to the appropriate buyer or you can either present the signed copy in person, by mail or fax.

Direct all questions on filling out the form to Wayne Webb at Wayne.Webb@deca.mil, or 804-734-8000 extension 48854.

PRESENTATION SHEET (PAGE ONE OF TEN). Use to: communicate intent; provide basic company information; communicate the type and level of support you will provide for the new item or promotion; list presented items, provide key data elements about the product, and pricing.

Block 1. Communicate your intent—put an X in the DISPLAY PRESENTATION, NEW ITEM or FILE MAINTENANCE box and list the number of pages in your presentation

DISPLAY PRESENTATION OF A NEW ITEM: Check both the display presentation and new item boxes; post the number of pages being submitted; and complete the following pages as required:

- Pages one and two are mandatory.
 - On page one, fill in blocks 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 15, 16, 17, 18, 20, 21,23, 24, 26, 27, 28, 29, 30, 34 and, when applicable, 11, 12, 13, 14 and 25.
 - On page two, fill in all input cells.
- All other pages are conditionally mandatory:
 - If blocks 18 and 19 aren't sufficient, use page five, DODAAC LISTING, to identify the commissaries you are presenting your items for.
 - If you are presenting more than four items, use the presentation continuation sheets to present up to a total of 28 items per form.
 - If you need to include any commentary about the items, use the remarks sheets.

DISPLAY PRESENTATION OF ITEMS CURRENTLY CARRIED BY DeCA: Check the display presentation box; post the number of pages being submitted; and complete the following pages as required:

- Page one is mandatory: Fill in blocks 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 20, 23, 24, 26, 27, 28, 29, 30, 34 and, when applicable, 11, 12, 13, 14 and 19.
- Page two is not to be completed.
- All other pages are conditionally mandatory:
 - If blocks 18 and 19 aren't sufficient, use page five, DODAAC LISTING, to identify the commissaries you are presenting your items for.
 - If you are presenting more than four items, use the presentation continuation sheets to present up to a total of 28 items per form.
 - If you need to include any commentary about the items, use the remarks sheets.

NEW ITEM: Check the new item box; post the number of pages being submitted; and complete the following pages as required:

- Pages one and two are mandatory.
- On page one, fill in blocks 1, 3, 4, 5, 6, 7, 9, 10, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 34 and, when applicable, 11, 12, 13, 14 and 19.
- On page two, fill in all input cells.
- All other pages are conditionally mandatory:
 - If blocks 18 and 19 don't provide space enough for you to identify precisely all the commissaries you are presenting your items for, you can use page five, DODAAC LISTING.
 - If you are presenting more than four items, use the presentation continuation sheets to present up to a total of 28 items per form.
 - If YES is checked in block 25 on page one, page four, CRV DATA SHEET, is mandatory.
 - If you need to include any additional commentary about the items, use the remarks sheets.

NEW ITEM BEING PRESENTED TO SWAP OUT WITH AN EXISTING ITEM: Check the new item box; post the number of pages being submitted; and complete the following pages as required:

- Pages one and two are mandatory.
- On page one:
 - For the new item fill in blocks 1, 3, 4, 5, 6, 7, 9, 10, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 34 and, when applicable, 11, 12, 13, 14 and 19.
 - For the item being suggested for deletion and replaced by the new item, fill in blocks 20, 23, 24, 31 and 32.
- On page two, fill in all input cells.
- All other pages are conditionally mandatory:
 - If blocks 18 and 19 don't provide space enough for you to identify precisely all the commissaries you are presenting your items for, you can use page five, DODAAC LISTING.
 - If you are presenting more than four items, use the presentation continuation sheets to present up to a total of 28 items per form.
 - If YES is checked in block 25 on page one, page four, CRV DATA SHEET, is mandatory.
 - If you need to include any additional commentary about the items, use the remarks sheets.

FILE MAINTENANCE: Check the file maintenance box; post the number of pages being submitted; and complete the following pages as required:

- Only page one is always mandatory. Block requirements vary according to the request type.
- ITEMS NOT IN DIBS:
 - On page one, fill in blocks 1, 3, 4, 5, 6, 20, 23, 24, 25, 26, 32 and 34.
 - If you answer YES in block 25, fill out page four, CRV DATA SHEET.
 - Otherwise, you are not required to submit any other pages.
- ATTRIBUTE CHANGE:
 - On page one, fill in blocks 1, 3, 4, 5, 6, 20, 23, 24, and any others pertaining to the attribute you are changing.
 - You are not required to submit any other pages.
- CONTRACT MISSING AT STORE:
 - On page one, fill in block 1, 3, 4, 5, 6, 20, 23, 24, 32 and 34.
 - On the DoDAAC listing page, fill out the relevant contract cells.
 - You are not required to submit any other pages
- CASE PACK CHANGE:
 - On page one, fill in blocks 1, 3, 4, 5, 6, 20, 23, 24, 32 and 34.
 - You are not required to submit any other pages.
 - Whenever case packs are changed, a new case UPC and case GTIN must be established.
- DELETE ITEM:
 - On page one, fill in blocks 1, 3, 4, 5, 6, 20, 23, 24, 32 and 34.
 - You are not required to submit any other pages.
- OTHER:
 - You will need to at least fill out blocks 1, 3, 4, 5, 6 and 32.
 - Your intent will dictate what other blocks (and possibly pages) you will need to fill out.
 - You may need to use the remarks page to clarify your intent.
- All other pages are conditionally mandatory or not necessary:
 - Page two, BRAND CERTIFICATION SHEET, is not required.
 - If you're presenting more than four items, you may use pages three, 3A and 3B—the presentation continuation sheets.
 - If you're requesting a CRV correction, page four, CRV DATA, is required.
 - Page five, PRESENTED DODAACS, is not required (requests for item allocation extensions should be treated as new item requests).
 - If you need to include additional commentary, use the remarks sheets.

Block 2. Enter the promo period(s).

You have two options: “OPTION ONE,” and “OPTION TWO.” Enter your preferred promo period in the “OPTION ONE” field; and, if available, list an alternate promotion period in the “OPTION TWO” field—otherwise leave it blank.

For regular promotions, following the letters “DP” (an abbreviation of “DeCA Promotion”), enter the promotion’s number. For example: DP16.

For seasonal and holiday promotions, write out the full name of the promotion, following it with the calendar year in which the promotional period will occur. For example: Summer Water Program 2010.

The Notice to the Trade (NTT) providing the annual promotional calendar is posted at http://www.commissaries.com/business/trade_notices.cfm, or http://www.ala-national.org/commissary/notices_to_trade.aspx.

Block 3. Enter the broker’s name in 30 characters or less—including spaces.

Block 4. Enter the manufacturer’s name in 32 characters or less—including spaces.

Block 5. Enter the current contract number(s).

- Contract number format: a contract number begins with letters “HDEC,” which are then followed by a sequence of numbers (for example: HDEC0111G9999). Contract numbers are listed by supplier, vendor number, or distributor at <http://www.ala-national.org/members/commissary/hq>.
- In the event you have multiple contract numbers (e.g. direct store delivery in CONUS and frequent delivery for overseas locations), list two contract number(s) for shipment in CONUS in block five and any other contract numbers under remarks.
- If a new contract will be required, leave this space blank.

Block 6. Enter the vendor number (identifying which portion of a contract the items should be assigned).

The vendor number normally begins with a letter followed by three numbers (e.g. A123) or four numbers (e.g. 1234).

For a list relating items to their contract and vendor number go to <http://www.ala-national.org/members/commissary/hq>.

Block 7. Enter your points of contact (POCs).

- **PRICING:** Enter your Electronic Data Interchange (EDI) point of contact information, including name, phone number and e-mail address. Use up to 98 characters.
- **SALES REP:** Enter your sales representative's contact information; i.e., name, phone number, and e-mail address. Your contact should be someone easy to reach and able to resolve any questions or issues regarding the promotion. Use up to 98 characters.
- **GDS POC:** If the items being presented are Global Data Synchronization (GDS) enabled, enter your GDS point of contact (POC) information, including name, phone number and e-mails. Use up to 98 characters. If they are not GDS enabled, enter "NA."
- When a company conducts business via Global Data Synchronization (GDS), DeCA will create a GDS subscription for all new items it accepts from that company. DeCA will use the following attributes to subscribe to an item: Case Global Trade Item Number (GTIN) (or order unit), manufacturer Global Locator Number (GLN), and Target Market (US).
- **GLN:** Enter the 13 digit Global Location Number (GLN). The GLN is a required reference key for retrieving information from the Global Data Synchronization Network (GDSN). For more information go to: <http://www.gs1.org/1/glnrules/>.

Block 8. Enter your promotional dates for all items submitted for display.

- Enter the start and end dates for the 30 or 45 day Voluntary Price Reduction (VPR) period. The form provides separate fields for "O or H" and "K, M or R" items.
- Use sub-block a. to enter your preferred dates: DD-MMM-YY.
- Use sub-block b. to enter alternate dates: DD-MMM-YY.
- The Notice to the Trade (NTT) providing the relevant annual promotional calendar period number is posted at http://www.commissaries.com/business/trade_notices.cfm, or http://www.ala-national.org/commissary/notices_to_trade.aspx. For example, for calendar year 2012, promotion number 1 is for the period January 5th – 18th, 2012.
- Once an item has been accepted for promotion, the price will be locked for the period entered in this block (for more information about price locking, see NTT 11-59, Business Rules for Electronic Data Interchange (EDI) for National Promotional Pricing).
- If this is a new item presentation without any introductory promotion, leave this space blank.
- If you wish present a Test (T) item, communicate your proposed test period via the remarks section.

Block 9. Enter at least two retail chains in the Retail Distribution field that carry the items. You will be required to certify what you input here on page two, BRAND CERTIFICATION SHEET.

- This not required for items that are currently carried by DeCA.
- If the item is a new item being introduced to the retail market, indicate "New Item Roll Out to Retail" instead of listing chains.

Block 10. Enter the existing or planned pricing strategy: Hi/Low, Every Day Low Price (EDLP), or Modified EDLP. Enter additional information regarding your pricing strategy on page six, REMARKS – and pages 6A and 6B remarks continuation sheets if applicable.

Block 11. Enter national media dates for new and promotional items in the appropriate field (TV, Radio, Sampling, or Other). Enter additional media date information (market reach, frequency, audience demographics, etc.) on page six, REMARKS— and pages 6A and 6B are remarks continuations sheets if applicable.

Block 12. Check the box by the type of coupon support you will be providing (National—or regional—FSI, In-store on Shelf, or In-store on Flyer).

Use page six, REMARKS— and pages 6A and 6B remarks continuations sheets — to enter additional information if necessary, including photographs of the coupon, quantity by store class (when applicable), distribution, frequency of coupon and any other relevant information.

Block 13. Check “Yes” if you will be conducting in-store demos; if not, check “No.” If you check “Yes,” annotate your demo plan on page six, REMARKS— and pages 6A and 6B remarks continuations sheets if applicable. Identify which stores, number of demonstrations per store and other relevant information.

Block 14. Check “Yes” if additional marketing funds are available; if not check “No.” Annotate how the marketing funds will be used on the Remarks sheet, or on one of the remarks continuation sheet. Examples: in-store radio, scholarship program, publications/handouts, or other outreach programs.

Block 15. Enter date product will be available to order from the DeCA’s distributors: DD-MMM-YY. If new item is available for worldwide distribution, list the date product will be available for CONUS stores and the date for OCONUS in the Remarks section.

Block 16. Enter the date product would have to be ordered by in order to be available by the date given in block 15: DD-MMM-YY. The difference between block 15 and 16 will be used to determine the distributor lead time to order and receive product. If new item is available for worldwide distribution, list the date for CONUS stores and the date for OCONUS in the Remarks section.

Block 17. If the items being presented are guaranteed sales: check “YES;” if not, check “NO.”

Block 18. Check each marketing area where you plan to promote the item, or would like the item added.

- For store specific requests, use either block 19, or—if it doesn’t provide enough space—use page five, DODAAC LISTING.
- If the local contract number differs from the contract number identified in block 5, use page four, DODAAC Listing, to communicate the local contract number(s) for each location.

Block 19. For store specific requests, enter store DODAAC(s).

- If the number of DODAAC’s will not fit in the space allocated, use page five, DODAAC Listing, to identify all requested DODAACs.
- If the local contract number differs from the contract number identified in block 5, use page five, DODAAC Listing, to communicate the local contract number(s).
- Use of this block is not necessary if you’re presenting your items for all DODAACs within all the marketing areas you selected in block 20.

Block 20. This block has nine distinct input cells. In the applicable section (listing top selling line-priced items in descending dollar sales rank order, enter the:

- Do not enter a National Stock Number (NSN); one will be assigned by DeCA.
- Brand (in 15 characters or less).
- Nomenclature (in 30 characters and less).
- Minimum ship quantity (by Stock Keeping Unit (SKU)—in other words, the minimum number of shipping units—whatever the shipping unit might be (e.g., cases, shippers, pallet modules, etc.)—that the distributor is willing to ship under any given circumstance). Enter “NA” for entries of shipper or pallet module contents.
- SH/PLT CONTAINS—for a shipper or pallet module, enter the total quantity of saleable units (for example: 300 EA) contained within; for the contents of shipper or pallet module—which should be listed as separate line items following the shipper or pallet module entry—enter the quantity of saleable units contained in the shipper or pallet module; otherwise, enter “NA.”
- Case pack (UPK): For example, if the item has twelve packages in a case list 12, if the item is a shipper or pallet the case pack list 1, if the item is random weight list 1.
- Unit of issue (UI). Use one of the following abbreviations for unit of issue:
 - BO for bottle
 - BU for bunch- for Produce
 - CN for can
 - CR for carton
 - CS for case (only for Case Lot and Dei/Bakery)
 - CU for cup
 - EA for each
 - JR for jar
 - KT for kit
 - PK for package (and for bag or box)
 - LB for pound (random weight items)
 - SH for shipper
 - PL for pallet
 - TB for tube (toothpaste)
 - TN for tin
 - TR for tray
 - TU for tub
 - In order for customers to accurately compare the prices of like items, DeCA has standardized the unite of issue (UI) usage based on items’ assigned DIBS Department Commodity Generic Codes (DCG) D/C/G listing—posted on commissaries.com: About Us/Business With DeCA/Marketing; please adhere to the UI usage found therein.
 - For the values in DIBS, go to <http://www.ala-national.org/members/commissary/hq> , or the DeCA pricing WEB site (NOTE: If you are not registered for the DeCA Web Pricing System; register by going to http://www.commissaries.com/business/web_pricing.cfm).
 - When presenting a solely new item: review the commodity code listing at http://www.commissaries.com/documents/business/buyer_listing.pdf . You may enter an RSL proposal, but the final RSL will be assigned by the appropriate category manager at DeCA.

- Net CT Weight: List the weight for the item based on the unit of measure listed. For example if the package weighs 16 ounces, list 16 in this field. Round the net weight to the nearest hundredth, e.g. if an item weight 14.752 ounces list 14.75.
 - If the item is a random weight item, list 1.
 - For items not measured by the ounce (OZ), list the appropriate quantity. Example: for box of razor blades containing 48 blades, you would list 48.
- Unit of measure (UOM). Use one of the following abbreviations for unit of measure:
 - BU for Bunch-for Produce
 - CT for Count-for multipack items (e.g., razor blades)
 - DZ for dozen-for eggs
 - EA for each
 - FT for feet-for items measured in linear feet (e.g., dental floss)
 - IN for inch- for tape
 - LB for pound-follow the five pound rule of thumb: grocery items that weigh five or more pounds are generally measured in pounds (e.g., dog food, random weight items); items that weigh less than five pounds are measured in ounces.
 - OZ for ounce-metric measurement aren't used in CONUS
 - PR for pair-for latex gloves
 - SF for square foot-for all items measured in square feet (e.g., paper towels, aluminum foils, facial tissues)
- In order for customers to accurately compare the prices of like items, DeCA has standardized UOM usage based on items' assigned DIBS Department Commodity Generic Codes (DCG). A DCG Listing attachment has been posted alongside the DeCAF 40-15 and these instructions. Please adhere to the UOM usage found therein.
- Top selling line-priced items must be listed in descending dollar sales rank order. Do not enter a National Stock Number (NSN); one will be assigned by DeCA. Blocks 22-33 are broken up into sub-blocks (a., b., c., etc.). Enter data for different items in separate sub-blocks. When presenting shippers or pallets, enter the shipper or pallet's info in one row of sub-blocks, and then list the info for each item contained within in the sub-block rows that follow (for how to show their relationship of a shipper or pallet module to its contents, refer to the above instructions for the "MIN SHIP QTY (by SKU)" and "SH/PLT CONTAINS" cells).
- You may simultaneously present items with differing Department Commodity Codes.

Block 21. This block has two distinct input cells. Use if presenting a new item, entering:

- Case cube. Round to the nearest hundredth (e.g. 21.23, 3.56, etc.).
- Case weight. Round to at least the nearest hundredth (e.g. 21.23, 3.56, etc.).

Block 22. This block has two distinct input cells. Use if presenting a new item, entering:

- Pallet tie (cases per layer).
- Pallet tier (layers per pallet).

Block 23. This block has five distinct input cells. Enter item information:

- Item Universal Product Code (UPC). Enter all 12 digits. Include the lead digit (the digit preceding the bar code), but in place of the trailing digit (the digit that follows the bar code), enter a zero. Do not enter any spaces or separation marks.
- Item Global Trade Identification Number (GTIN). Enter all 14 digits. Do not enter any spaces or separation marks.
- The Global Trade Identification Number (GTIN) is a unique number used to identify products, inner packs or sleeves, cases, shippers, and pallets. For more information, go to:
http://www.gs1.org/docs/idkeys/GS1_GTIN_Allocation_Rules.pdf.

Additionally, for new items (or applicable file maintenance changes) must be entered in inches:

- Item dimensions: height (HT), width (W) and depth (DPT).
- Use GS1 standards (http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf), listing linear measurements (i.e. HT, W, DPT) as follows:
 - Round inches up to nearest five hundredth (.05) of an inch. For example: for 2.94 inches, list 2.95.
 - Convert millimeters to inches using one millimeter equals 0.03937 inches. After converting to inches, round inches up to nearest five hundredth (.05) of an inch.

Block 24. This block has space for multiple lines of information. Enter case information:

- Case UPC. Enter 12 digits. Enter “0;” Enter the lead digit; enter the ten following digits; but do not enter the trailing digit. Do not enter any spaces or separation marks.
- Case GTIN. Enter all 14 digits. Do not enter any spaces or separation marks.

Additionally, for new items enter (in inches):

- Case dimensions: height (HT), width (W) and depth (DPT) to nearest hundredth of an inch.
- Use the GS1 standards:
http://www.gs1.org/docs/gsm/gdsn/GDSN_Package_Measurement_Rules.pdf.

Block 25. The supplier is required to identify any item that has a Container Redemption Value (CRV) and the applicable geographic area.

- If all of the items being presented do NOT have a Container Redemption Value (CRV) check “No.”
- If one or more of the items being presented has a CRV check “Yes” and enter the CRV information on page four. The information on page one and any continuation pages should automatically be posted to the CRV page after you check block 25.
- The same sequence of items on pages one and continuation sheets must be used when posting the CRV information on page four (CRV) of the DeCAF 40-15. Information regarding DeCA’s Notice to the Trade Regarding CRV’s is available at:
 - [HTTP://www.commissaries.com/business/trade_notices.cfm](http://www.commissaries.com/business/trade_notices.cfm), or
 - [HTTP://www.ala-national.org/commissary/notices_to_trade.aspx](http://www.ala-national.org/commissary/notices_to_trade.aspx).

Block 26. The block is divided into three sub-blocks: Manager Special (MGR SPEC), Power Buy (PWR BUY) and Primary/Secondary (PRI/SEC). There are six distinct input cells, two going to each sub-block. For each sub-block (at least one sub-block must be filled out), enter pricing information in the following sequence:

- In the regular cost (REG COST) field, enter the most recent regular EDI price sent to DeCA. Regular cost is the highest customer price charged DeCA over the last 52 weeks. (NOTE: This price must also be utilized as the regular cost on any industry provided DeCA signage.)
- In the voluntary price reduction cost (VPR COST) field:
 - Enter the promotion price VPR being offered.
 - If this is a new item presentation and you are offering an “every day low price” leave this space blank.
- Do not enter anything in the VPR% field; once data is entered into the two preceding fields, it will auto-populate with the percentage of savings (over the item’s regular cost) that the VPR cost represents.

Block 27. This block has four distinct input cells. Enter average civilian pricing as follows:

- In the “E PRO” field, enter the average promoted price for the East Coast civilian market.
- In the “W PRO” field, enter the average promoted price for the West Coast civilian market.
- In the “E REG” field, enter the average non-promoted price for the East Coast civilian market.
- In the “W REG” field, enter the average non-promoted price for the West Coast civilian market.

The Mississippi River demarcates the dividing line between the East and West Coasts. Enter data from the most recent twelve (12) month period.

Do not enter anything in the “% Save” fields; the percent savings over retail, will automatically be calculated based upon what you input in the other fields in this block, and what you input into the input-able fields of block 26.

The savings calculations in the “% Save” fields work as follows:

- If the REG COST cell of the referenced pricing option contains a value, but the VPR COST cell does not, the formula will compare the proposed REG COST to the value entered into the civilian price comparison cell.
- If the VPR COST cell of the referenced pricing option contains a value, but the REG COST cell does not, the formula will compare the proposed VPR COST to the value entered into the civilian price comparison cell.
- If the VPR COST cell of the referenced pricing option contains a value, and the REG COST cell does as well, the formula will compare the proposed VPR COST to the value entered into the civilian price comparison cell.

Block 28. Enter the package sales. Patron savings and dollar sales will calculate automatically.

Definitions:

- Patron savings: Calculated by taking the difference between the DeCA and retail price times the total package sales to determine the total savings for a specific period of time.
- Package sales: Total number of packages you expect will be sold for a specific period of time. Period of time for promotions and new items is different:
 - For promotion presentations, use the applicable display period to determine the promotion length (even though the promotion may be offered for a longer period of time);
 - For New item presentations including an introductory price (as communicated in blocks 10 and 28), list the patron savings, package sales, and dollar sales for the entire introductory period. Period of time for promotions and new items are different.
 - For new item and promotion presentation list the quantity for the applicable display period but also list in the remarks the package sales for the display period and the entire introductory period for each item.
- Dollar sales: Total dollars you expect will be sold for the same period of time used for package sales.

Block 29. This block has space for multiple lines of information. Enter the average lift information in the following sequence:

- Manager’s Special (MGR SPEC)
- Power Buy (PWR BUY)
- Primary/Secondary (PRI/SEC)
- To calculate average lift, take the expected daily average sales (for the promotion period) minus the daily average sales during the non-promoted periods divided by the daily average sales during non-promoted periods. Scanning data should be used to determine unit sales. If military scanning data is not available, internal shipments or civilian data should be used to calculate average lift.

Block 30. This block has three distinct input cells. When presenting a solely promotional item:

- Enter the Region Stock Listing (RSL) code.
- Enter the Department Commodity Code (D/C/G).
- For the values currently in DIBS, go to <http://www.ala-national.org/members/commissary/hq> , or the DeCA pricing WEB site (NOTE: If you are not registered for the DeCA Web Pricing System, you can register by going to http://www.commissaries.com/business/web_pricing.cfm).
- When presenting a solely new item: review the commodity code listing at http://www.commissaries.com/documents/business/buyer_listing.pdf . You may enter an RSL proposal, but the final RSL will be assigned by the appropriate category manager at DeCA.
- Do not enter the plan-o-gram # the buyer will assign it.
- When making a regional or store specific presentation, make an annotation to that effect on the REMARKS page. Identify the specific Region and/or stores.

Block 31. Leave this block blank. It is for the government's use only. Exception: when communicating swap outs, you can use the bottommost cell to communicate which item is the ADD, and which is the PHASE OUT (by entering an X in either the A or P box). Present one after the other, the PHASE OUT preceding the ADD.

Block 32. Use this block to communicate common file maintenance requests:

- ITEMS NOT IN DIBS:
 - On page one, fill in blocks 1, 3, 5, 4, 6, 20, 23, 24, 25, 26, 32 and 34.
 - If you answer YES in block 25, fill out page four, CRV DATA SHEET.
 - Otherwise, you are not required to submit any other pages.
- ATTRIBUTE CHANGE:
 - On page one, fill in blocks 1, 3, 4, 5, 6, 20, 23, 24, and any others pertaining to the attribute you are changing.
 - You are not required to submit any other pages.
- CONTRACT MISSING:
 - On page one, fill in block 1, 3, 4, 6, 20, 23, 24, 32 and 34.
 - On the DoDAAC listing page, fill out the relevant contract cells.
 - You are not required to submit any other pages
- UPK CHANGE:
 - On page one, fill in blocks 1, 3, 5, 4, 6, 20, 23, 24, 32 and 34.
 - You are not required to submit any other pages.
 - Whenever case packs are changed, a new case UPC and case GTIN must be established.
- DELETE ITEM:
 - On page one, fill in blocks 1, 3, 5, 4, 6, 20, 23, 24, 32 and 34.
 - If you are communicating a swap out use the FM Remarks cell in block 31 (see instructions for block 31).
 - You are not required to submit any other pages.

Block 32 (continued):

- **PRICE CONCERN:**
 - On page one, fill in blocks 1, 3, 5, 4, 6, 20, 23, 24, 32 and 34.
 - Indicate in remarks section your price issue
 - You are not required to submit any other pages.
- **ALLOCATION:**
 - On page one, fill in blocks 1, 3, 5, 4, 6, 20, 23, 24, 32 and 34.
 - Indicate requested location in DoDAAC page if additional space is needed
 - You are not required to submit any other pages.
- **OTHER:**
 - You will need to at least fill out blocks 1, 3, 4, 5, 6, 32 and 34.
 - Your intent will dictate what other blocks (and possibly pages) you will need to fill out).
 - You may need to use the remarks page to clarify your intent.

Block 33. Leave this block blank; it is for DeCA's use only.

Block 34. When you sign this block, you are stipulating that all information you've entered is accurate and acknowledging that you are signing a legally binding agreement on behalf of the manufacturer listed in block three.

- This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their entered commitments. A minimum of 60 days notice is required to deviate from this commitment. "The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days.
- The delete process will be followed in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location."

Block 35. Leave this block blank; it is for DeCA's use only.

BRAND NAME AND RETAIL CERTIFICATION (PAGE TWO OF TEN). In order for the Defense Commissary Agency, as a Brand Name Commercial Item pursuant to 10 U.S.C. § 2484(f), to consider selling the items being presented, these items must be regularly sold outside of commissary stores on a regional or national basis by commercial grocery or other retail operations, excluding convenience stores, consisting of multiple stores. On this page, the manufacturer (or their authorized representative) formally certifies that the products being presented meet this requirement.

- This page is only mandatory for presentations of items not currently in DeCA's system.

- If items are offered only in overseas commissaries, then they must have a retail presence in the overseas area, but do not have to have a presence in a U.S. regional or national chain. Whether these overseas brand name items are carried in U.S. commissaries is determined on a case-by-case basis using the category management process.
- For National roll-outs, in the certification sheet's comment section, state that it's a national rollout.
- Blocks 1, 2, 3, 4, 5, & 10 are auto-populated with the data listed in the same blocks on page one. They serve as a header.
- Enter the Company name of the person making the certification.
- Required item and distributor information is auto-populated based on what was entered on the presentation sheet, and on the presentation continuation sheets.
- Sign the form in ink and enter the date of signature

PRESENTATION CONTINUATION SHEETS (PAGES THREE, 3A AND 3B OF TEN). This page is used to enter presentation information when more than four items are being presented.

- Blocks 1, 2, 3, 4, 5, and 10 are auto-populated with the data input in the same blocks on page one. They serve as a header. (Blocks 11-20 have been intentionally excluded.)
- For block range 20to 31, refer to page one's instructions for those blocks.

CONTAINER REDEMPTION VALUES – CRVs (PAGE FOUR OF TEN). Use this page to enter required CRV information by state for each item identified as being applicable (in block 27) on pages one and two:

- Blocks 1, 2, 3, 4, 5, & 10 are auto-populated with the data input in the same blocks on page one. They serve as a header. (Blocks 11-20 have been intentionally excluded).
- The block reference column correlates item information entered on this page to related information on page one or two.
- If you check “Yes” in block 25 for an item on one of the presentation sheets, the BRAND, NOMENCLATURE, ITEM UPC, SIZE/UOM and UPK will be auto-populated.
- You will need to enter:
 - MULTIPACK: if multiple CRVable items are sold as one unit of sale (e.g., as a 4 pack, 6 pack, 12 pack, etc.), enter the number of CRVable units that unit of sale is comprised of here). If the item is not sold in a multipack, enter “NA” for not applicable.
 - CRV Value for [XX]. Enter the item's CRV for each applicable state (or territory).
- DeCA has released several notices to the trade regarding Container Redemption Values that can be viewed at http://www.commissaries.com/business/trade_notices.cfm or on the ALA WEB site at http://www.ala-national.org/commissary/notices_to_trade.aspx. Suppliers are responsible for reporting their container redemption values for each state to DeCA when presenting new items or have CRV eligible items on their DeCA contract file.

DODAAC LISTING (PAGE FIVE OF TEN). Use this page to identify stores you would like your items to be allocated to.

- In the DODAAC LISTING field, list the DODAACS you want your items allocated to.
- In the table below, if the applicable contract number differs from the national contract number identified on the first page, enter it next to those DODAACS.

REMARKS (PAGE SIX, 6A AND 6B OF TEN). Use this page to enter vital information that won't conveniently fit anywhere else in the form.

- Blocks 1, 2, 3, 4, 5, & 8 are auto-populated with the data input in the same blocks on page one. They serve as a header.
- Use this page only to paste in pictures (of coupons, point of sale material, flyers, product, display shippers), advertising and marketing plans, details regarding promotions for specific locations, or any other information regarding the item.
- Direct Store Delivery vendors who have pricing (regular or promotional) information for specific stores within a geographic area should use the remarks to list their pricing information.
- If this presentation is to correct errors or omissions on the original presentation, write "CORRECTED PRESENTATION FORM."
- If you use page five, DODAAC Listing, annotate that here.
- Annotate additional information for block 11, Media Dates.
- Annotate additional information for block 12, Coupon Support.
- Annotate additional information for block 13, In-Store Demos.
- Annotate additional information for block 14, Other Marketing Funds.
- Additional information for block 16, Distributor Order/Delivery Lead Time.
- Annotate additional information for block 19, DoDAAC.
- Additional vendor remarks and performance requirements.
- Brief descriptions of related DeCA theme promotions. (Major programs and events should be summarized in Microsoft Word and e-mailed to the buyer and promotions manager for details to be included in the appropriate display package).
- Pictures can be inserted.

FINAL NOTE: This form cannot be changed or altered in any manner. Besides the sales representatives signature on block 34 (Sale Representative Signature, printed name, and phone number) on page one and the Title 10 certification hand writing is NOT permitted.