

PSMP

July 12, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-94

SUBJECT: May's Family Fun Fitness Festival and Mix-N-Match Results

The purpose of this Notice to the Trade is to provide a special thanks to our DeCA team of store personnel, zone managers, regional personnel and Industry members for their great team effort in coordinating and executing May's Family Fun Fitness Festival and Mix-N-Match sale.

The coordinated events helped break all previous sales records for the May and September case lot sales. Total sales for the event were \$18,939,931. This was a 3.5 percent and 8.9 percent increase in sales over the May 2010 and September 2010 sales events respectively. Top selling categories were paper products, cold cereals, canned foods, detergents, drinks and snacks.

Thank you for your additional coordination and hard work creating a special event for your military installation. Close to 70 percent of all commissaries reported that they hosted and partnered special events with the Installation, exchanges and MWR. Congratulations as this number doubled from last year!

For planning purposes, the September sale will also allow patrons to mix and match cases with like items at the same price. The feedback you provided concerning the May sale helped us make changes in preparation for the upcoming sale. We are both optimistic and excited about the sales potential for the September sale as we push toward our goal of achieving 6 billion dollars in sales for the fiscal year.

If you have any additional questions or comments, please do not hesitate to contact us. My points of contact are Ms. Michelle Frost, Chief, Semi-Perishable Division, 804-734-8000, extension 4-8696 and Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385.

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Christopher T. Burns
Director of Sales