

MPS

October 16, 2013

NOTICE TO THE TRADE - DECA NOTICE 14-01

SUBJECT: Store Reset Dates - Imperial Beach Hybrid Commissary, October 20-23, 2013

The purpose of this Notice to the Trade is to provide reset information for the Imperial Beach Commissary. The reset will include a complete Dry Grocery, Pallet Drop Aisles, Chill and Frozen reset with no shelving change out. The reset will change Imperial Beach commissary from a K-4 to a K-2 with club packs. The first four aisles will be changed to club packs on pallets by planograms with sections devoted to club packs in frozen, meat, produce and chill. All Industry partners and local vendors should be in attendance. In order to complete this aggressive schedule, vendor support will be extremely important. The store support should be handled as a K-4 Commissary. The actual schedule is as follows:

- Sunday, October 20, pull down dry merchandise starting at 5 p.m.
- Monday, October 21, reset complete Dry Grocery, Frozen sections, and set Pallet Drop (Club Pack area) aisles 1 & 2 starting at 8 a.m.
- Tuesday, October 22, reset complete Chill Dairy and Chill Meat sections at 8 a.m. Finish frozen sections.
- Wednesday, October 23, finish Chill Dairy, Chill Meat sections, Pallet Drop and Club Pack areas.
- Thursday, October 24, reopen the store at the regular hours of operation.

If there are any questions or concerns please contact Mr. Darnell Hicks, Sales Directorate, 804.734.8000, extension 48293 or cell at 804.895.8134.

//Signed//
Tracie L. Russ
Deputy Director, Sales

cc:
West Area Public Affairs Officer
Zone Manager, Zone 16
Store Director, Imperial Beach Commissary