



IN REPLY
REFER TO

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

MPS

July 10, 2014

NOTICE TO THE TRADE - DECA NOTICE 14-56

SUBJECT: Value Brand Program

The purpose of this Notice to the Trade is to outline DeCA's plan to re-energize our Value Brand Program first introduced in May of 2000. Our goal will be to market brands that will be equivalent to, or better than, private label/control brands found in the commercial supermarket industry.

Category Managers will be identifying a brand that provides a consistent value to the patron within each of the 44 categories attached. Brands designated for the Value designation will be identified at the point of purchase, on DeCA social media and on printed media distributed within the store, as the brand that provides the most consistent price point over time and is equivalent to or better than a private label/control brand found at retail. Value items will be merchandised in their current locations, but may periodically be displayed off shelf at the everyday price point, depending on the category and the price point negotiated.

During July of 2014 DeCA Category Managers will be accepting presentations from brands that have products within the attached listing of categories, who desire to receive the value designation and the accompanying recognition from DeCA. We are seeking an everyday low price for a minimum of six months. Requirements for all shelf display at the EDLP price will also be negotiated.

Appointments may be scheduled with the respective Category Managers. Questions concerning this notice to the trade should be directed to the undersigned at 804-734-8000 X48505 or at randy.chandler@deca.mil.


Randy Chandler
Director of Sales

SHELF STABLE VEGETABLE	OLIVES
SHORTENING AND OILS	JAM AND JELLY AND PRESERVES
RTE CEREAL	PASTA SAUCE
HOT CEREAL	PICKLE AND RELISH
CANNED FRUIT	CATSUP
CANNED SOUP	MAYONNAISE
CANNED FISH	MUSTARD
COFFEE	PEANUT BUTTER
SOFT DRINKS	DOG FOOD
HOUSEHOLD LAUNDRY BLEACH	CAT FOOD
LAUNDRY DETERGENT	DISPOSABLE DISH
FOOD STORAGE AND WRAPS	HOUSEHOLD CLEANING
DISPOSABLE BAGS	DISH DETERGENT
FOOD STORAGE AND LUNCH BAG	FROZEN WAFFLES & PANCAKES
FACIAL TISSUES	ICE CREAM
TOILET PAPER	FROZEN PIZZA
PAPER NAPKIN	FROZEN VEGETABLES
BUTTER	FROZEN ENTREES
MARGARINE AND SPREAD	HOT DOGS
PAIN RELIEF	BAR AND LIQUID SOAP
UPPER RESPIRATORY MEDICINE	SHAMPOO & CONDITIONERS
STOMACH UPPER G.I.	
DISPOSABLE DIAPERS	