



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

IN REPLY  
REFER TO

MPS

June 23, 2014

NOTICE TO THE TRADE – DeCA NOTICE 14-60

SUBJECT: Seasonal and Club Pack Promotional Calendars – 2015

The purpose of this Notice to the Trade is to provide Industry with the seasonal and club pack promotional calendars for 2015 which are provided in the attachments. Please note there are two separate calendars. The first attachment is for all the seasonal promotions such as Easter, Valentine's Day, Halloween and etc. Please note the water program has been added back and will be a year round program beginning in January. The second attachment is for the club pack promotions and the two worldwide case lot sales held in May and September that have been reinstated. Please note the appropriate buyers assigned to each category will be taking the presentations for these promotional packages.

In addition to display dates, the attached calendars provide pricing requirements for both "O" items as well as regularly stocked items. In order to meet the OCONUS order ship time requirements, we have continued to specify early and separate time requirements for "O" coded items which are located in columns "c" and "d". Pricing period dates which encompass the display dates for "K" items are located in column "e". Prior to publication, sales representatives will be notified that their items have been tentatively selected for promotion. Industry will be required to EDI a price for all "O" coded items within 48 hours of notification for the next pricing period. Please ensure that availability dates provided on DeCA Forms 40-15/16 are accurate as the product must be available at the appropriate distributor on schedule to meet overseas shipping requirements.

My points of contact for these calendars are Ms. Kelly Schoot, Promotions Coordinator, at 804-734-8000, extension 4-8308 and Ms. Angela Leal, Promotions Specialist, at 804-734-8000, extension 4-8303.

Randy Chandler  
Director of Sales

Attachments:  
As stated

DeCA Holiday/Seasonal Promotional Calendar - 2015

| HOLIDAY/<br>SEASONAL           | DATES<br>OF<br>DISPLAY    | MINIMUM FDS/DSD   | TENTATIVE DATE                           | MINIMUM FDS/DSD   | DEADLINE TO                           | MONTH<br>OF<br>PRESENTATION | BUYER           |
|--------------------------------|---------------------------|---|--|---|---------------------------------------|-----------------------------|-----------------|
|                                |                           | PROMOTIONAL PRICING<br>PERIOD REQUIRED<br>FOR "O" CODED ITEMS | TO SUBMIT<br>PRICING<br>FOR<br>"O" ITEMS | PROMOTIONAL PRICING<br>PERIOD REQUIRED<br>FOR "K" ITEMS | SUBMIT<br>PRICING<br>FOR<br>"K" ITEMS |                             |                 |
| VALENTINE'S DAY, FEB 14, 2015  | Jan 2, 2015-Feb 14, 2015  | Sep 16, 2014-Feb 28, 2015                                     | Aug 25, 2014                             | Dec 16, 2014-Feb 28, 2015                               | Nov 25, 2014                          | Jun 3, 2014-Jun 19, 2014    | Category Buyers |
| WATER PROGRAM 2015             | Feb 1, 2015-Dec 31, 2015  | Oct 16, 2014-Dec 31, 2015                                     | Sep 25, 2014                             | Jan 16, 2015-Dec 31, 2015                               | Dec 25, 2014                          | Aug 5, 2014-Aug 21, 2014    | Category Buyers |
| EASTER - APR 5, 2015           | Feb 15, 2015-Apr 5, 2015  | Nov 1, 2014-Apr 31, 2015                                      | Oct 10, 2014                             | Feb 1, 2015-Apr 31, 2015                                | Jan 10, 2015                          | Aug 5, 2014- Aug 21, 2014   | Category Buyers |
| EASTER HAMS                    | Mar 1, 2015-Apr 5, 2015   | Jan 16, 2015-Apr 31, 2015                                     | Dec 25, 2014                             | Feb 16, 2015-Apr 31, 2015                               | Jan 25, 2015                          | Nov 4, 2014-Nov 20, 2014    | Category Buyers |
| PASSOVER- Mar 31-Apr 7, 2015   | Mar 31, 2015-Apr 7, 2015  | Dec 16, 2014-Apr 15, 2015                                     | Nov 25, 2014                             | Mar 16, 2015-Apr 15, 2015                               | Feb 25, 2015                          | Oct 7, 2014-Oct 23, 2014    | Category Buyers |
| SUNCARE 2015                   | Mar 16, 2015-Feb 29, 2016 | Dec 1, 2014-Feb 29, 2016                                      | Nov 10, 2014                             | Mar 1, 2015-Feb 29, 2016                                | Feb 10, 2015                          | Sep 16, 2014-Oct 2, 2014    | Category Buyers |
| CANNING SUPPLIES 2015          | Mar 16, 2015-Feb 29, 2016 | Dec 1, 2014-Feb 29, 2016                                      | Nov 10, 2014                             | Mar 1, 2015-Feb 29, 2016                                | Feb 10, 2015                          | Sep 16, 2014-Oct 2, 2014    | Category Buyers |
| SEVERE WEATHER 2015            | Apr 1, 2015-Oct 31, 2015  | Dec 16, 2014-Oct 31, 2015                                     | Nov 25, 2014                             | Mar 16, 2015-Oct 31, 2015                               | Feb 25, 2015                          | Oct 8, 2014-Oct 24, 2014    | Category Buyers |
| MOTHER'S DAY-MAY 10, 2015      | Apr 1, 2015-May 10, 2015  | Dec 16, 2014-May 31, 2015                                     | Nov 25, 2014                             | Mar 16, 2015-May 31, 2015                               | Feb 25, 2015                          | Oct 8, 2014-Oct 24, 2014    | Category Buyers |
| FATHER'S DAY-JUN 21, 2015      | May 11, 2015-Jun 21, 2015 | Feb 1, 2015-Jul 15, 2015                                      | Jan 10, 2015                             | May 1, 2015-Jul 15, 2015                                | Apr 10, 2015                          | Nov 4, 2014- Nov 20, 2014   | Category Buyers |
| HALLOWEEN OCTOBER 2015         | Aug 10, 2015-Oct 31, 2015 | May 1, 2015-Nov 15, 2015                                      | Apr 10, 2015                             | Aug 1, 2015-Nov 15, 2015                                | July 10, 2015                         | Jan 6, 2015-Jan 22, 2015    | Category Buyers |
| WINTER COCOA/CIDER 2015        | Oct 5, 2015-Mar 31, 2016  | July 1, 2015-Mar 31, 2016                                     | Jun 10, 2015                             | Sep 16, 2015-Mar 31, 2016                               | Aug 25, 2015                          | Mar 3, 2015-Mar 19, 2015    | Category Buyers |
| <b>CHRISTMAS 2015</b>          |                           |   |  |   |                                       |                             |                 |
| INTERNATIONAL                  | Sep 1, 2015-Dec 25, 2015  | May 16, 2015-Jan 15, 2016                                     | Apr 25, 2015                             | Aug 16, 2015-Jan 15, 2016                               | Jul 25, 2015                          | Jan 6, 2015-Jan 22, 2015    | Category Buyers |
| CHILL/FREEZE/PREPACKED MEAT    | Oct 5, 2015-Dec 25, 2015  | July 1, 2015-Jan 15, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | Feb 3, 2015-Feb 19, 2015    | Category Buyers |
| FOOTBALL MADNESS (S BWL FEB 7) | Oct 5, 2015-Feb 7, 2016   | July 1, 2015-Feb 29, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Feb 29, 2016                              | Aug 25, 2015                          | Feb 3, 2015-Feb 19, 2015    | Category Buyers |
| HOLIDAY HAMS                   | Oct 5, 2015-Dec 25, 2015  | Aug 1, 2015-Jan 15, 2016                                      | Jul 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | May 5, 2015-May 21, 2015    | Category Buyers |
| COOKIES/CRACKERS/FRUITCAKE     | Oct 5, 2015-Dec 25, 2015  | July 1, 2015-Jan 15, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | Feb 3, 2015-Feb 19, 2015    | Category Buyers |
| GIFT PACKS/HBC GIFT PACKS      | Oct 5, 2015-Dec 25, 2015  | July 1, 2015-Jan 15, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | Feb 3, 2015-Feb 19, 2015    | Category Buyers |
| NONFOOD                        | Oct 5, 2015-Dec 25, 2015  | July 1, 2015-Jan 15, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | Feb 3, 2015-Feb 19, 2015    | Category Buyers |
| BAKING                         | Oct 5, 2015-Dec 25, 2015  | July 1, 2015-Jan 15, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | Mar 3, 2015-Mar 19, 2015    | Category Buyers |
| DRY GROCERY                    | Oct 5, 2015-Dec 25, 2015  | July 1, 2015-Jan 15, 2016                                     | Jun 10, 2015                             | Sept 16, 2015-Jan 15, 2016                              | Aug 25, 2015                          | Mar 3, 2015-Mar 19, 2015    | Category Buyers |
| CANDY                          | Nov 2, 2015-Dec 25, 2015  | July 16, 2015-Jan 15, 2016                                    | Jun 25, 2015                             | Oct 16, 2015-Jan 15, 2016                               | Sep 25, 2015                          | Apr 7, 2015-Apr 23, 2015    | Category Buyers |

**DeCA CLUB PACK/CASE LOT PROMOTIONAL CALENDAR - 2015**

| CLUB PACK<br>CASE LOT       | DATES<br>OF<br>DISPLAY | MINIMUM FDS/DSD<br>PROMOTIONAL PRICING<br>PERIOD REQUIRED<br>FOR "O" CODED ITEMS | TENTATIVE DATE<br>TO SUBMIT<br>PRICING<br>FOR<br>"O" ITEMS | MINIMUM FDS/DSD<br>PROMOTIONAL PRICING<br>PERIOD REQUIRED<br>FOR "K" ITEMS | DEADLINE TO<br>SUBMIT<br>PRICING<br>FOR<br>"K" ITEMS | MONTH<br>OF<br>PRESENTATION | BUYER           |
|-----------------------------|------------------------|--|--|--|--|-----------------------------|-----------------|
|                             |                        |  |  |  |  |                             |                 |
| <b>CASE LOT SALES 2015</b>  |                        |  |  |  |  |                             |                 |
| MAY CASE LOT (if executed)  | Apr 16-May 31, 2015    | Feb 1-May 31, 2015   | 10-Jan-15  | Apr 1-May 31, 2015   | 10-Mar-15  | Oct 7-23, 2014              | Category Buyers |
| SEPT CASE LOT (if executed) | Aug 16-Sep 30, 2015    | Jun 1-Sep 30, 2015   | 10-May-15  | Aug 1-Sep 30, 2015   | 10-Jul-15  | Feb 10-26, 2015             | Category Buyers |
| <b>CLUB PACKS 2015</b>      |                        |  |  |  |  |                             |                 |
| WINTER 2015                 | Jan 1- Mar 31, 2015    | Oct 16, 2014-Mar 31, 2015  | 25-Sep-14  | Dec 16, 2014-Mar 31, 2015  | 25-Nov-14  | Jul 8-24, 2014              | Category Buyers |
| SPRING 2015                 | Apr 1-Jun 30, 2015     | Jan 16 - Jun 30, 2015  | 25-Dec-14  | Mar 16-Jun 30, 2015  | 25-Feb-15  | Oct 7-23, 2014              | Category Buyers |
| SUMMER 2015                 | Jul 1- Sept 30, 2015   | Apr 16 - Sept 30, 2015   | 25-Mar-15  | Jun 16- Sept 30, 2015  | 25-May-15  | Jan 6-22, 2015              | Category Buyers |
| FALL 2015                   | Oct 1-Dec 31, 2015     | Jul 16 - Dec 31, 2015  | 25-Jun-15  | Sept 16 -Dec 31, 2015  | 25-Aug-15  | Apr 7-23, 2015              | Category Buyers |