



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

IN REPLY
REFER TO

MPS

December 18, 2014

NOTICE TO THE TRADE – DeCA NOTICE 15-5

SUBJECT: Industry Holiday Assistance

Attention Industry Partners:

The purpose of this message is to request industry assistance in ensuring that all commissaries remain fully stocked over the next several weeks. We are in the heart of the holiday period with the Christmas holiday almost upon us and New Year's soon to follow.

Please orchestrate additional help in terms of extra hours for your merchandisers and vendor stockers on the weekends, paydays and just before the holidays when we know the patrons will be shopping for their holiday dinners.

Many of you manufacture or represent products within authorized vendor-stocked categories. In fact, over 40 percent of unit volume is vendor-stocked merchandise. I realize that weekend work is far from prized; it is, however, routine and normal in the supermarket business. Simply stated, we need vendor stockers working on weekends, filling shelves and cases prior to store opening and keeping your products available throughout the business day. The old grocer's adage – "You can't sell anything from the backroom" – is as true today as ever before.

A number of companies have already committed substantial increases in incremental stocking labor for the commissaries over the next several weeks and we hope each of you can participate in this critical area of store operations. Your participation in this endeavor will ensure successful holiday sales.

Tracie L. Russ
for Tracie L. Russ
Director of Sales