



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
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MPS

March 6, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-34

SUBJECT: Accepting Item Presentations for Value Brands Program

The purpose of this Notice to the Trade is to announce that DeCA is accepting Value Brands item presentations via email through close of business March 27 for the program period May 1 - December 31, 2015. Items and prices proposed for consideration should be submitted to the respective category manager with copy to Ms. Jessica Stables at jessica.stables@deca.mil.

Presentations must include pricing for all DeCA price zones. Pricing for the program will be effective for the price period beginning May 1 and remain in effect through the price period ending December 31, 2015. Pricing for overseas commissaries (Europe and Pacific to include Guam), Guantanamo Bay, and Puerto Rico should be the same as prices quoted for commissaries in the 48 Continental United States. Alaska and Hawaii pricing may be higher to account for first destination transportation costs. Also, because the Agency's focus is on value brands, we ask that companies consider submitting proposals in multiple categories, if possible.

Value Brands items are items that are comparable in quality and price with store brand/private label products selling in retail. DeCA's criteria for selecting items for this program is that Value Brands item(s) be the same price or lower than the equivalent store brand/private label item (formulation and size) as measured versus the average store brand/private label item in All Other Channels (xAOC) for the past 26 weeks.

Presentations are being accepted for the following categories:

ADULT INCONTINENCE	COTTONS BALLS AND SWABS
ANTISEPTICS AND DISINFECTANTS	CREAM CHEESE
BAR AND LIQUID SOAP	DISH DETERGENT
BATTERIES	DISPOSABLE BAGS
BREAKFAST MEAT	DISPOSABLE DIAPER AND TRAINING PANTS
BUTTER	DOG FOOD
CANNED AND POWDERED MILK	DOG TREATS
CANNED FISH	DRY PASTA
CANNED SOUP	EYE CARE
CAT FOOD	FACIAL TISSUES
CHEESE	FIRST AID
CHILLED DESSERTS/PUDDING CUPS	FOOD STORAGE, LUNCH BAG, WRAPS
COFFEE	FOOT CARE
COFFEE CREAMERS	

FROZEN BREAKFAST	PAPER NAPKIN
FROZEN FRUIT	PAPER TOWEL
FROZEN PIZZA	PASTA SAUCE
FROZEN VEGETABLES	PEANUT BUTTER
GRAIN AND DRY BEAN	PICKLE AND RELISH
HARD CANDY	RICE
HONEY	RTE CEREAL
HOT CEREAL	SHAMPOO AND CONDITIONER
HOT DOG	SHELF STABLE JUICE
HOUSEHOLD CLEANING	SHELF STABLE VEGETABLE
HOUSEHOLD LAUNDRY BLEACH	SHELF STABLE FRUIT
ICE CREAM	SHORTENING AND OILS
KETCHUP	SKIN CARE
LAUNDRY DETERGENT	SOFT DRINKS
LAXATIVES	STOMACH UPPER G.I.
LIGHT BULBS	SUGAR
LUNCHMEAT	SUGAR SUBSTITUTES
MARGARINE AND SPREAD	TOILET PAPER
MUSTARD	TOMATO PASTE AND SAUCE
PAIN RELIEF	VITAMINS

As part of the Value Brands Program, a complete marketing campaign was launched in November 2014 with eye-catching in-store shelf signage, recognition on promotional fliers and commissaries.com, in-store marketing kits, news releases, and social media highlights. To date, items in the program have increased in both dollar and unit sales, 14% and 8% respectively.

My points of contact for the Value Brands Program are each respective category manager for the above mentioned categories and Ms. Jessica Stables, Special Programs Business Analyst, 804.734.8000 extension 48135 or jessica.stables@deca.mil. Thank you for your continued support!

Tracie L. Russ
 Director, Sales