

S - March 18, 2011

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March 11, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-51

SUBJECT: Chill Truck Load Sales

The purpose of this Notice to the Trade (NTT) is to offer manufacturers the opportunity to participate in DeCA's June Chill Truck Load Sales event. The sales event will involve 40 stores, 20 stores per DeCA East and DeCA West Regions.

Interested parties may e-mail their item presentations to Mr. Lou Kennedy no later than March 18, for review.

My point of contact for this NTT is Mr. Kennedy, Deli Bakery Project Manager, at (804) 734-8000, extension 4-8232.

//signed//

Christopher T. Burns
Director of Sales