

PSMP

May 17, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-71

SUBJECT: Turkey Coupon Program November 2011 (Meal Solution)

The purpose of this Notice to the Trade is to offer brokers and manufacturers an opportunity to enhance their item sales in conjunction with turkey sales by bundling products and tying in a coupon for “dollars off” the price of a turkey with the purchase of other commissary products. We feel this will encourage our patrons to shop the commissaries for all of their needs, to include meal solutions with food items that compliment the turkey, for a fine holiday meal. The tie-in of the purchase of commissary items in conjunction with a turkey coupon is the Defense Commissary Agency’s strategy to compete with retail turkey specials.

We are requesting that companies offering such coupons allow their turkey coupons to be used with turkey coupons from other companies to increase the level of savings for our most deserving customers. We hope to market this program in a visible fashion so a customer purchasing their holiday items from the commissary could realize a significant savings on their turkey purchase.

Please submit your turkey coupon offers to the appropriate Marketing Business Unit buyer for proper consideration no later than July 15. All accepted promotional offers will be forwarded to the Promotions Manager to be listed in the appropriate promotional packages.

My point of contact for questions regarding this special program is Mr. Charlie Dowlen, Chief, Promotions Branch, 804-734-8000, extension 4-8385.

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Christopher T. Burns
Director of Sales