



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

IN REPLY  
REFER TO

MPS

May 7, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-30

SUBJECT: Top 50 Stores – In-Store Product Demo Program

The purpose of this notice is to advise Industry the Sales Directorate will be accepting presentations for weekly in-store product demonstrations with the intent to have at least 3 in-store product demonstrations scheduled in each of our Top 50 stores every weekend (Friday, Saturday, Sunday; 10am to 4pm each day) beginning May 24 through the end of August.

Product demonstrations should include sampling and coupons; or coupons only, if sampling is not feasible. Presentations should focus on items that support regular DP, seasonal, or Club Pack published promotional packages; however items not included in these packages will be considered if the item(s) do not directly compete with published promotional packages.

**Presentations may be submitted for one day, two days, or all three demonstration days (Friday, Saturday, Sunday).**

Items submitted for consideration should be those items that will drive sales and transactions (high velocity or Hot! new items) and sell through committed quantities within the product demonstration time period without additional markdowns required. **Demonstrations will be supported by DeCA Marketing Social Media programs, alerting customers to these exciting activities.**

Presentations should be submitted in a one page sell sheet format, (example at TAB A), that includes all relevant information required by stores to participate. Required along with the sell sheet, include a spreadsheet with quantities required (by store) to support the product demonstration for the Friday, Saturday, Sunday timeframe identified (TAB B).

**Priority will be given to presentations that support current promotional packages, include sampling and coupons, and are available to all 50 of the Top 50 stores. Please submit presentations for May weekends (24-26; 31-Jun 2) to Ms. Sallie Cauthers as soon as possible. June, July, and August presentations are due by May 17.**

#### **Program Overview**

- ✓ Focus: Top 50 Stores
- ✓ Goal: At least 3 product demonstrations each day (Friday, Saturday, Sunday)
- ✓ Sampling and Coupons (or coupons only if sampling not feasible)
- ✓ Priority given to items from current promotional packages
- ✓ Beginning May 24 (Memorial Day weekend)
- ✓ High Velocity or Hot! New Items
- ✓ Drive Sales and Transactions – NOT store inventory levels
- ✓ Committed quantities must move during demonstration timeframe
- ✓ Presentations may be submitted for one day, two days, or all three days

As a reminder, **payment for in-store demonstration products and supplies** may occur at one of three timeframes (surcharge will be added to retail price for all product demonstration purchases):

- Before the demo starts, at the register.
- Immediately after the demo, at the register.
- If payment for demo product or supplies cannot be made immediately, a VCM will be prepared and held in the admin office for vendor payment.
  - VCMs for demos will not be held for more than 2 weeks and payment will be made at the register as a normal sale (not VCM), at retail price with surcharge added.
- Product demonstration purchases do not require military identification card.

Food safety **Food Handler training is required** to conduct a food sampling product demonstration in commissaries. Online training is available to fulfill this requirement. Product Demonstration Specialists should have a copy of their training certificate available upon request when conducting a demonstration. The following are links to some online Food Handler training sites (This is not an inclusive list; other sources may exist. These sources are provided for informational purposes only and are not endorsed by the Defense Commissary Agency):

- <https://www.servsafe.com/access/SS/Catalog/ProductDetail/SSECT6>
- <https://www.statefoodsafety.com/food-handler>
- <https://www.foodhandlerclasses.com/>

Point of contact for this NTT is Ms. Sallie Cauthers at [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil) or 804-734-8000 extension 48769. Thank you for your support!

*Tracie L. Russ*

Tracie L. Russ  
Director, Sales

Attachments  
As stated