



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
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MPM

June 28, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-45

SUBJECT: Display Planning Matrix 2020

The purpose of this Notice to Trade (NTT) is to notify our industry partners that the Display Planning Matrix 2020 is attached.

The submission process will remain the same. The only difference moving forward is that this matrix provides you the categories that the Agency will be promoting during each specific display period.

In the interest of time, all industry representatives are encouraged to follow the matrix. By doing so, it will alleviate the preparation of proposals that will be rejected because it is not on the promotional calendar. Likewise, it will alleviate an undue workload on the category teams that could best be used providing appropriate attention to targeted promotions.

In the event that you have a proposal that does not fit the promotional matrix, you are encouraged to discuss it with the category teams well in advance of the promotional period.

The point of contact for this event is Michael A. Pulley, Chief, Promotions and Marketing who can be reached at Michael.pulley@deca.mil or (804) 734-8000, extension 48521.

Hector Granado
Director, Marketing