



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

IN REPLY  
REFER TO

MPS

July 16, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-50

SUBJECT: UPDATE – Top 50 Stores In-Store Product Demo Program TO CONTINUE!

**DeCA's in-store product demonstration program focused on the Top 50 stores will continue indefinitely.** This program was developed to support our goal to increase the average shopping basket size by 2 items and to enhance the shopping experience for commissary customers. The Sales Directorate has accepted multiple demo requests and will continue to accept demo presentations with 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).

**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 items do not directly compete with the published packages.

**Presentations should be submitted at least 45 days in advance of proposed demo date** 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).

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. 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 continued support!

*Tracie L. Russ*

Tracie L. Russ  
Director, Sales

Attachments  
As stated