



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

MPS

September 10, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-64

SUBJECT: Accepting Proposals for New Frontend Coolers / Items

The purpose of this notice is to advise Industry the Sales Directorate is accepting proposals for new frontend coolers to complement the new frontend fixture program currently under development. Interested suppliers should submit proposals that include new frontend coolers and item (new item) presentations to support the coolers. The new Frontend Fixtures and Coolers Program is scheduled to begin implementation in February 2020 for commissaries worldwide and will be in place for a minimum 3-year period. Detailed deployment schedule to be determined.

Frontend Cooler Proposals are to include market share, item recommendations, pricing recommendations, sales growth potential, recommended strategy, and equipment considerations. The current plan is to have a refrigeration unit inside every checkout lane (right side of customers) and a secondary refrigeration unit on the end cap facing the sales floor on up to 50% of the lanes. Refrigeration equipment for the new checkout program must be new and the models below or similar to ensure compatibility with the new shelf stable frontend merchandising fixtures.

The following is a breakout of cooler models by location and estimated totals:

- TVM (True Visual Merchandising)-30-HC~VM01, inside customer right, Large End Caps, ~QTY 648
- GDM (Glass Door Merchandising)-10-HC~TSL01, inside customer right, Small End Caps, ~QTY 1413
- GDM(Glass Door Merchandising)-10SSL-HC~TSL01, facing sales floor, Large & Small End Caps, ~QTY up to 1031

Interested parties desiring to submit a proposal for branded coolers consideration located inside of the checkout lane (customer right) must include relevant business facts and retail market share information. Only branded products from the selected supplier will be merchandised inside of these coolers (inside of checkout lane, right side of customer).

Interested parties desiring exclusivity for the top shelf inside of coolers facing the sales floor must be willing to agree to finance coolers. Other parties desiring to merchandise products on shelves, other than the top shelf, must complete DeCA Form 40-15, New Item Presentation Form. Completed forms must be submitted to the appropriate category manager with a copy provided to Ms. Donita Higgins, Merchandising Specialist, at donita.higgins@deca.mil by September 27, 2019.

Point of contact for this notice is Mr. LaRue Smith, Category Manager and Frontend Lead, larue.smith@deca.mil or 804-734-8000 x48255.

Thank you for your support!

Tracie L. Russ
Director, Sales

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