



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

MPM

April 27, 2020

NOTICE TO THE TRADE – DECA NOTICE 20-53

SUBJECT: Annual Club Pack Promotional Update

The purpose of this notice is to clarify the dates of our first Annual Club Pack promotion.

Originally, the dates for the first Annual Club Pack, which started October 1, 2019, were to run for a 12-month period and end on September 30, 2020.

However, to end on that date, it would create an issue for the second year in a row, which is having both the Annual Club Pack and the Fall/Winter Club Pack start on the same day, in this case, October 1, 2020.

Therefore, a one (1) time change will occur and the Annual Club Pack display dates will be October 1, 2019 – December 31, 2020, an extension of three (3) months. By doing so, it will allow our Fall/Winter pack to start annually on October 1st, our Annual Club Pack to start on January 1st, and our Spring/Summer Club Pack to start annually on April 1st.

For those manufacturers in the Annual Club Pack that have been extended, there is no obligation on your part to extend trade funds for those items given the short notice.

Presentations for the Annual Club Pack 2021, event 20210056, will be received July 6-17, 2020.

All other dates will remain the same.

Point of contact for this notice is Michael A. Pulley, Michael.pulley@deca.mil or (804) 734-8000, extension 48521.

Hector Granado
Director, Marketing

Attachments:
As stated
cc:
Logistics
Store Operations
Area Directors
Zone Managers
Store Directors

PROUD, COMMITTED AND MORE.