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June 3, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-105

SUBJECT: 2006 Rack/Cooler Presentations

The purpose of this Notice to the Trade is to set forth the parameters for industry presentations for inclusion in the 2006 Defense Commissary Agency (DeCA) rack program.

The appropriate buyer will take rack and cooler presentations for calendar year 2006 from August 16 to September 22, 2005. Appointments should be scheduled either with the respective buyer or through Evelyn Trisvan at 804-734-8614.

Presentations will be taken for both annual and seasonal coolers and racks, to include clip strips. Industry should focus on high velocity or seasonal items already in DeCA's stock assortment that require additional space to supplement existing item locations. Presentations will also be taken for those products that lend themselves solely to an off-shelf display. Racks and coolers utilized in support of promotional activity will not be taken during this timeframe. These in- and out-fixtures will continue to be identified on the applicable promotional package as warranted. Front-end rack presentations are not included.

Proposals should contain the following:

- a. Brand/line and the number of line items to be displayed on the rack/cooler.
- b. DeCA and retail movement history for the past 52 weeks, in 4-week increments, for sales and packages. All items must have retail distribution.
- c. Projected sales and savings
- d. Category rank
- e. Display performance timeframe
- f. Desired in-store location
- g. Desired store classification
- h. Type of display fixture, dimensions, and pictures
- i. Previous rack program history to include participating stores

Companies electing to offer an accrual should identify how the funds will be accrued, when they will be realized, and a projection on how these funds will be expended.

Items will not be allocated “outside” of their store class size. In other words, a K3 item will not be added to a K2 store as part of a rack program offer. Rack offers will not be accepted outside the identified timeframe for the 2006 program with the exception of new innovative programs that may occur outside this window of opportunity.

If you have further questions, please contact Edna Hoogewind, Contracting Advisor, at (804) 734-8410.

/s/

Scott E. Simpson
Chief Operating Officer