

PSM

September 13, 2005

NOTICE TO THE TRADE – DeCA NOTICE 05-151

SUBJECT: 2006 Summer Club Pack Program

The purpose of this Notice to the Trade is to advise industry that DeCA will promote a summer club pack program from May 1 to September 30, 2006. The VPR pricing period will be from March 16 to October 15, 2006. This will ensure that the items are available when the stores order the merchandise as well as allow sufficient time for sell through.

Presentations should be made to Tom Muehlbauer from October 10 to 21, 2005. Industry presentations should focus on high indexing category leading items, which provide commissary patrons with maximum savings. Coupon support will be considered in item selection; however, the primary focus for all offers will be off invoice pricing.

Industry must clearly identify whether or not the club pack items may be ordered as open stock or pallets. Additionally, please ensure that the items accepted for the program are set up with the distributors. The summer club pack program will be published in November. Commissaries will be queried on a monthly basis concurrent with the promotional packages to obtain precommitted quantities and these will also be provided to industry.

The points of contact for this action are Mary Michael, Promotions Manager, at (804) 734-8228 and Tom Muehlbauer, Assistant Promotions Manager, at (804) 734-8232.

/s/

Scott E. Simpson
Chief Operating Officer