

PSS

April 4, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-73

SUBJECT: Promotional Matrix Input for 2008

The purpose of this notice to the trade is to request input to the Marketing Business Unit's current 2007 promotional matrix for 2008. For this year, we have redesigned the matrix with help from our partners in Industry to make it more user friendly. Please see the attached excel spreadsheet. We will use the same procedure as last year with Industry providing data based input utilizing the attached format (one category per page). The following data elements are required for all input: retail and DeCA dollar sales, unit sales, and percent change. DeCA and retail seasonality index and lift should be provided in the "reason for change" field.

The goals of the 2008 promotional matrix are as follows:

- a. Focus promotional efforts of DeCA and Industry to better reflect the buying habits of our patrons.
- b. Build flexibility into the promotional plan to allow DeCA and Industry to identify growth opportunities, capitalize on the newest Industry trends, and react quickly to changes in consumer purchase patterns.
- c. Enable Industry to maximize the impact of annual promotional and advertising dollars.

Please note that the promotional matrix is designed to support the normal recurring displays. Holiday promotional offers for Valentine's Day, Easter, Mother's/Father's Day, Halloween, and Thanksgiving/Christmas will continue to be handled via the seasonal packages and will again not be included as part of the promotional matrix.

We would ask that all input using the attached form be e-mailed to Mr. Alan Nissalke at alan@ala-national.org no later than May 1, 2007. This form will also be available on the ALA web site. ALA will coordinate this data and deliver to the MBU no later than May 15, 2007.

My official points of contact for the Promotional Matrix are Mr. Randy Chandler, Chief, Semi-Perishable Division, at (804) 734-8696, and Mr. Charlie Dowlen, Promotions Manager, at (804) 734-8385.

/s/
//signed//
Thomas E. Milks
Director of Sales

Attachments:
As stated

Customers, Workforce, Partners  **Raving Fans!**
DeCA's VISION will focus on people - all working together to create "Raving Fans."